



Retail Management Certificate of Achievement (TOP: 0506.50)

June 2019

Prepared by the South Central Coast Center of Excellence for Labor
Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Retail Management Certificate of Achievement. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, the number jobs related to Retail Management is expected to remain steady over the next five years. Limited growth is projected.
- All three associated occupations are anticipated to experience a low risk of automation.
- In 2017 there were 2,447 regional completions in programs related to the occupations identified as related to Retail Management and 2,409 openings.
- Typical entry-level education ranges from a high school diploma or equivalent for First-Line Supervisors of Retail Sales Workers to a Bachelor's degree for General and Occupations Managers and Human Resources Managers
- Completers of regional Retail Store Operations and Management programs (TOP 0506.50) from the 2015-2016 academic year had a median annual wage upon completion of \$48,037.
- 80% of students are earning a living.
- 82% of students are employed within a year after completing a program.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there are three occupations in the standard occupational classification (SOC) system that are related to Retail Management. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
11-1021	General and Operations Managers	Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.	Business Manager, Facilities Manager, Facility Manager, General Manager (GM), Operations Director, Operations Manager, Plant Manager, Plant Superintendent, Production Manager, Store Manager
11-3121	Human Resources Managers	Plan, direct, or coordinate human resources activities and staff of an organization.	Employee Relations Manager, Human Resources Administration Director, Human Resources Director (HR Director), Human Resources Manager (HR Manager), Human Resources Operations Manager, Human Resources Vice President
41-1011	First-Line Supervisors of Retail Sales Workers	Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Retail Management is expected to remain steady over the next five years. Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for Retail Management in the South Central Coast region

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-1021	General and Operations Manager	12,889	13,497	608	5%
11-3121	Human Resources Managers	944	982	38	4%
41-1011	First-Line Supervisors of Retail Sales Workers	9,482	9,405	-77	-1%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$31.74 per hour.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 25th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Retail Management in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-1021	General and Operations Manager	\$33.61	\$50.12	\$79.33
11-3121	Human Resources Managers	\$35.26	\$53.54	\$74.16
41-1011	First-Line Supervisors of Retail Sales Workers	\$13.41	\$16.94	\$23.23

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing retail managers, and what they are looking for in potential candidates. To identify job postings related to Retail Management, the following standard occupational classifications were used:

11-1021	General and Operations Manager
11-3121	Human Resources Managers
41-1011	First-Line Supervisors of Retail Sales Workers

Top Occupations

In 2018, there were 4,529 employer postings for occupations related to Retail Management.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2018
41-1011	First-Line Supervisors of Retail Sales Workers	3,224
11-1021	General and Operations Managers	1,013
11-3121	Human Resources Managers	292

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
41-1011	First-Line Supervisors of Retail Sales Workers	Low
11-1021	General and Operations Managers	Low
11-3121	Human Resources Managers	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Retail Management are listed in Exhibit 5. Assistant Store Manager is mentioned as the job title in 10% of all relevant job postings (439 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Assistant Store Manager	439
Store Manager	359
Assistant Manager	246
Key Holder	133
Human Resources Manager	90
Operations Manager	88
Retail Store Manager	85

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Retail Management field. The top employer posting job ads was Sprouts Farmers Market. The top worksite cities in the region for these occupations were Thousand Oaks, Santa Clarita, Oxnard, Ventura, and Santa Barbara.

Exhibit 6 – Top employers (n=4,146)

Employer	Job Postings, Full Year 2018
Sprouts Farmers Markets	111
Dollar Tree	77
Superior Grocers	77
CVS Health	75
PetSmart	74

Source: Labor Insight/Jobs (Burning Glass)

Skills

Retail Industry Knowledge is the most sought after skill for employers hiring for jobs related to Retail Management.

Exhibit 7 –Job skills (n=4,011)

Skills	Job Postings, Full Year 2018
Retail Industry Knowledge	1,824
Store Management	1,454
Merchandising	1,388
Sales	1,250
Customer Service	1,186

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 9 shows the industries where most accountants are employed in the South Central Coast region. Note: 44% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 9 – Industries employing the most accountants, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	2,573	64%
Manufacturing	318	8%
Finance and Insurance	162	4%
Health Care and Social Assistance	135	3%
Professional, Scientific, and Technical Services	108	3%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 10 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-1021	General and Operations Managers	Bachelor's Degree	None
11-3121	Human Resources Managers	Bachelor's Degree	None
41-1011	First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 2,447 regional completions (2017) and 2,409 regional openings (2017) in the South Central Coast region in programs related to the occupations identified as related to Retail Management.

Exhibit 11 – Completions and Openings

8 Regional Institutions had Related Programs (2017)	2,447 Regional Completions (2017)	2,409 Annual Openings (2017)
---	---	--

Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
52.0201	Business Administration and Management, General	2,326
52.0101	Business/Commerce, General	57
52.1101	International Business/Trade/Commerce	32
44.0401	Public Administration	28
52.1804	Selling Skills and Sales Operations	2
52.0208	E-Commerce/Electronic Commerce	1
52.0701	Entrepreneurship/Entrepreneurial Studies	1
52.0212	Retail Management	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Retail Store Operations and Management program (TOP Code: 0506.50) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$48,037
- 80% of students are earning a living wage
- 82% of students are employed within a year after completing a program
- Students who transfer and earn a bachelor's degree could pursue the following careers:
 - General and Operations Managers

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to retail management. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.