

# Business Administration: Marketing

*Inland Empire/Desert Region (IEDR, Riverside and San Bernardino counties combined)*

*This workforce demand report uses state and federal job projection data developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.*

## Introduction

This report provides employer demand data related to the California Community College marketing and distribution program. The training provided by these programs is linked to six occupations collectively referred to as the marketing occupational group. This group contains the two community college-level and four bachelor's degree-level subgroups listed below. Community college-level occupations generally require more education than a high school diploma but less than a bachelor's degree. Bachelor's degree-level occupations typically require a four-year degree to enter employment. Occupational definitions are available at the end of this report.

- Community College-level
  - Buyers and Purchasing Agents
  - Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
  
- Bachelor's Degree-level
  - Advertising and Promotions Managers
  - Market Research Analysts and Marketing Specialists
  - Marketing Managers
  - Sales Managers

## Employment

Employment for the marketing occupational group is expected to increase by 3% between 2019 and 2024. The community college-level marketing occupations will have 1,731 annual job openings, rising by 2%. Sales representatives, wholesale and manufacturing, except technical and scientific products will have the most annual job openings in the community college-level occupational subgroup, with 1,398 annual job openings.

Bachelor's degree-level marketing subgroup occupations are expected to increase employment by 5% and have 1,109 annual job openings. Most annual job openings in this group will be for sales managers (498 annual job openings) and market research analysts and marketing specialists (485 annual job openings). Advertising and promotional managers are projected to have only 11 annual job openings over the next five years. Table 1 displays job counts, growth, and annual job openings for each occupation by education-level subgroup.

Table 1: Marketing job counts and projections, Inland Empire/Desert Region

Occupation	2019 Jobs	2024 Jobs	Change	% Change	Annual Job Openings
<b>Community College-level Occupations</b>					
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	14,300	14,632	331	2%	1,398
Buyers and Purchasing Agents	3,649	3,652	3	0%	333
<b>Community College-level TOTAL</b>	<b>17,949</b>	<b>18,284</b>	<b>334</b>	<b>2%</b>	<b>1,731</b>
<b>Bachelor's Degree-level Occupations</b>					
Sales Managers	6,019	6,053	34	1%	498
Market Research Analysts and Marketing Specialists	4,336	4,758	422	10%	485
Marketing Managers	1,253	1,331	77	6%	115
Advertising and Promotions Managers	110	112	3	3%	11
<b>Bachelor's Degree-level TOTAL</b>	<b>11,718</b>	<b>12,254</b>	<b>536</b>	<b>5%</b>	<b>1,109</b>
<b>Marketing Jobs GRAND TOTAL</b>	<b>29,667</b>	<b>30,537</b>	<b>870</b>	<b>3%</b>	<b>2,840</b>

## Earnings

Hourly earnings for the marketing occupations are displayed below. Community colleges should ensure their training programs lead to employment opportunities that provide self-sustainable income. The University of Washington estimates that a self-sufficient hourly rate for a single adult with one school-age child is \$21.78 per hour or \$45,992 annually in Riverside County; \$21.24 per hour or \$44,867 annually in San Bernardino County (Pearce, 2020). For this study, the higher hourly earnings requirement in Riverside County is adopted as the self-sufficiency standard for the two-county region. The median, 50th percentile earnings for each occupation in this group exceeds the regional self-sustainability rate. Table 2 displays hourly earnings for community college-level marketing occupations and Table 3 displays hourly earnings for bachelor's degree-level occupations.

Table 2: Earnings by percentile for community college-level occupations, Inland Empire/Desert Region

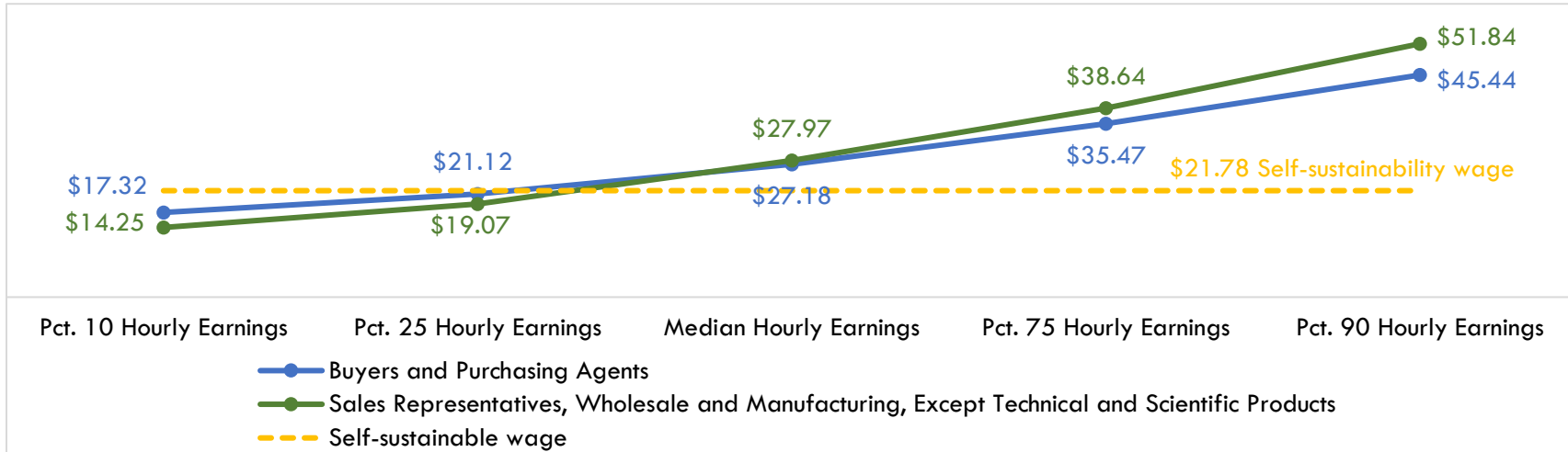
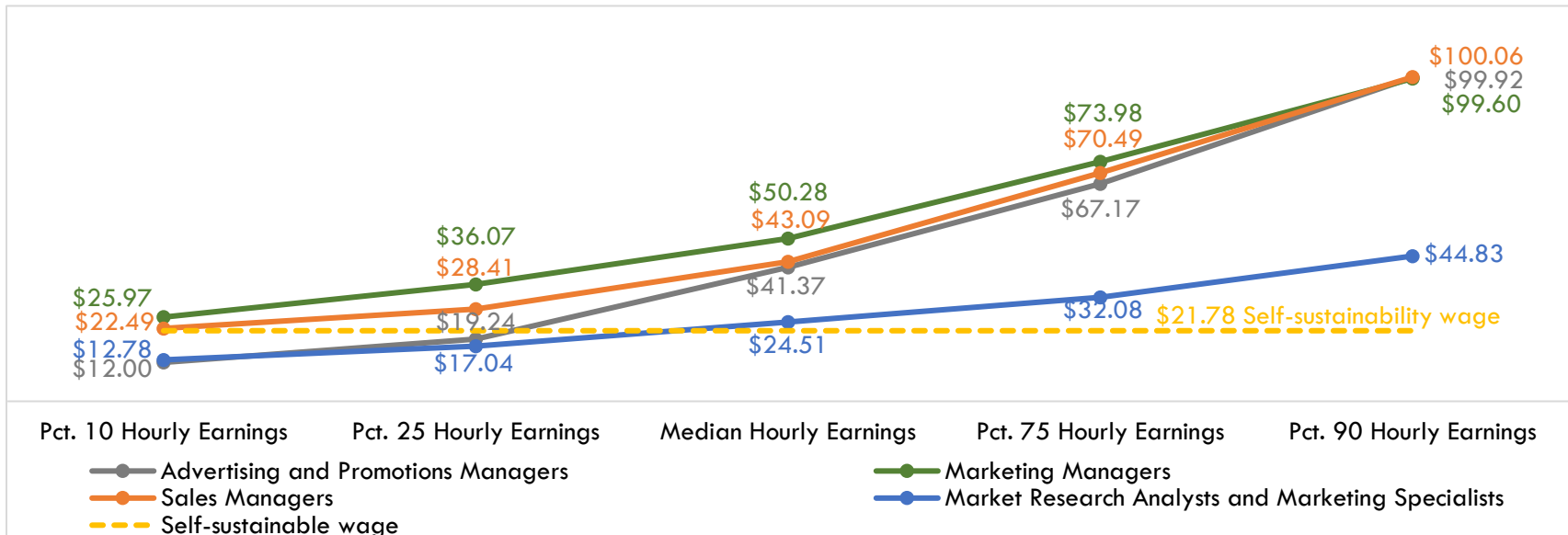


Table 3: Earnings by percentile for bachelor's degree-level occupations, Inland Empire/Desert Region



## Employer Online Job Advertisements

The sections below provide online job advertisement analytics data for each marketing occupation listed over the last 12 months, from March 2020 to February 2021. All results are for full-time positions, and staffing companies were removed from the search. The first table for each occupation reveals the top companies posting online job ads that have been posting unique online job ads. The second table displays the top skills or qualifications included in employer job advertisements. Hard skills are specific, learnable, measurable, often industry- or occupation-specific abilities related to a position, and qualifications are certifications decided on by a third-party entity that acknowledges a body of skills and abilities.

### College-level Marketing Occupations

#### Buyers and Purchasing Agents

*Table 4: Companies posting the most advertisements for buyers and purchasing agents*

Companies	Job Ads (n=92)
Circor International, Inc.	2
J.C. Penney Corporation, Inc.	2
Searles Valley Minerals Inc.	2
University of California	2
Lkq Corporation	2

*Table 5: The skills or qualifications most frequently included in advertisements for buyers and purchasing agents*

Skills or Qualifications	Job Ads (n=92)
Purchasing	53
Communications	48
Procurement	36
Management	33
Negotiation	30

## Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

*Table 6: Companies posting the most advertisements for sales representatives, wholesale and manufacturing, except technical and scientific products*

Companies	Job Ads (n=549)
Spectrum	46
SenText	18
Keynote Inc	10
Charter Communications, Inc.	9
Lowe's Companies, Inc.	8

*Table 7: The skills or qualifications most frequently included in advertisements for sales representatives, wholesale and manufacturing, except technical and scientific products*

Skills or Qualifications	Job Ads (n=549)
Sales	531
Communications	232
Valid Driver's License	190
Customer Service	189
Selling Techniques	179

## Bachelor's Degree-level Occupations

### Advertising and Promotions Managers

*Table 8: Companies posting the most advertisements for advertising and promotions managers*

Companies	Job Ads (n=4)
Dac Group/Louisville, Inc.	2
Turnkey Marketing Inc	1
Freeman	1

*Table 9: The skills or qualifications most frequently included in advertisements for advertising and promotions managers*

<b>Skills or Qualifications</b>	<b>Job Ads (n=4)</b>
Communications	4
Search Engine Marketing	3
Contextual Advertising	3
Management	3
Influencing Skills	2

### Market Research Analysts and Marketing Specialists

*Table 10: Companies posting the most advertisements for market research analysts and marketing specialists*

<b>Companies</b>	<b>Job Ads (n=122)</b>
Environmental Systems Research Institute, Inc.	18
University of California	6
Marriott International, Inc.	3
Gap Inc.	3
Dac Group/Louisville, Inc.	3

*Table 11: The skills or qualifications most frequently included in advertisements for market research analysts and marketing specialists*

<b>Skills or Qualifications</b>	<b>Job Ads (n=122)</b>
Communications	51
Sales	46
Management	42
Research	36
Presentations	31

## Marketing Managers

*Table 12: Companies posting the most advertisements for marketing managers*

<b>Companies</b>	<b>Job Ads (n=236)</b>
Environmental Systems Research Institute, Inc.	23
Anthem, Inc.	11
Virtual Vocations	9
Apple Inc.	6
San Manuel Indian Bingo & Casino	4

*Table 13: The skills or qualifications most frequently included in advertisements for marketing managers*

<b>Skills or Qualifications</b>	<b>Job Ads (n=236)</b>
Sales	130
Communications	117
Management	110
Leadership	94
Presentations	68

## Sales Managers

*Table 14: Companies posting the most advertisements for sales managers*

<b>Companies</b>	<b>Job Ads (n=418)</b>
AutoZone, Inc.	67
Spectrum	16
Virtual Vocations	8
The Endeavor Agency LLC	6
Spirit Halloween	6

Table 15: The skills or qualifications most frequently included in advertisements for sales managers

Skills or Qualifications	Job Ads (n=418)
Sales	385
Communications	218
Management	206
Selling Techniques	172
Customer Service	148

## Community College Programs

Community college marketing and distribution (TOP 0509.00) programs prepare students for employment through instruction related to marketing functions and tasks that facilitate the flow of goods and services to customers and/or ultimate consumers (Taxonomy of Programs, 2012). Riverside City College appears to have the only active marketing and distribution program in the region. According to the Chancellor's Office Curriculum Inventory System (COCI), Moreno Valley College has an approved program, and Norco College's program is inactive.

Table 16: 2017-20, Annual average community college awards for the marketing and distribution programs in the Inland Empire/Desert Region

Colleges -Local Program Title (Status)	Annual Average Awards (2017-2020)
Moreno Valley College (Approved)	0
Norco College -Business Administration: Marketing (Inactive)	1
Riverside City College -Business Administration: Marketing (Active)	25
<b>Total</b>	<b>26</b>

Source: COMIS, COCI 2.0

This labor market brief provides an occupational and community college program overview and is not intended for regional program recommendation or submission to the California Community Colleges Chancellor's Office.



## Contact

Michael Goss, Center of Excellence  
Inland Empire/Desert Region  
[michael.goss@chaffey.edu](mailto:michael.goss@chaffey.edu)  
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## References

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## Occupation Definitions

### **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012) (Community college-level)**

Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

**Sample job titles:** Account Representative, Customer Account Technician, Inside Sales Person, Outside Sales Representative, Route Sales Representative, Sales Consultant, Sales Professional, Sales Representative (Sales Rep), Salesman, Salesperson

- *Entry-Level Educational Requirement: High school diploma or equivalent*
- *Training Requirement: Between one and twelve months on-the-job training*
- *Work Experience: None*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 32%*

### **Buyers and Purchasing Agents (13-1028) (Community college-level)**

Purchase farm products either for further processing or resale. Includes tree farm contractors, grain brokers and market operators, grain buyers, and tobacco buyers. May negotiate contracts. Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. May negotiate contracts. Includes assistant wholesale and retail buyers of nonfarm products. Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semifinished materials for manufacturing. May negotiate contracts.

**Sample job titles:** Buyer, Grocery Buyer, Procurement Specialist, Purchaser, Purchasing Coordinator, Retail Buyer, Trader, Procurement Official, Procurement Specialist, Purchasing Administrator, Purchasing Agent

- *Entry-Level Educational Requirement: Bachelor's degree*
- *Training Requirement: Between one and twelve months on-the-job training*
- *Work Experience: None*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 34%*

### **Advertising and Promotions Managers (11-2011) (Four-year degree-level)**

Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

**Sample job titles:** Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager (Ad Sales Manager), Classified Advertising Manager (Classified Ad Manager), Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager

- *Entry-Level Educational Requirement: Bachelor's degree*
- *Training Requirement: None*
- *Work Experience: Less than 5 years*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 17%*

### **Marketing Managers (11-2021) (Four-year degree-level)**

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

**Sample job titles:** Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

- *Entry-Level Educational Requirement: Bachelor's degree*
- *Training Requirement: None*
- *Work Experience: Five years or more*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 14%*

**Sales Managers (11-2022) (Four-year degree-level)**

Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**Sample job titles:** District Sales Manager, National Sales Manager, Regional Sales Manager, Sales and Marketing Vice President, Sales Director, Sales Manager, Sales Supervisor, Sales Vice President, Store Manager

- *Entry-Level Educational Requirement: Bachelor's degree*
- *Training Requirement: None*
- *Work Experience: Less than five years*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 29%*

**Market Research Analysts and Marketing Specialists (13-1161) (Four-year degree-level)**

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

**Sample job titles:** Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher

- *Entry-Level Educational Requirement: Bachelor's degree*
- *Training Requirement: None*
- *Work Experience: None*
- *Incumbent workers with a Community College Award or Some Postsecondary Coursework: 16%*