**Sales and Marketing Management Occupations**

**Labor Market Information Report**

**Skyline College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

August 2020

# Recommendation

Based on all available data, there appears to be a significant undersupply of Sales and Marketing Management workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 15,322 students in the Bay region and 4,953 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 0509.00-Marketing and Distribution programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Skyline College and in the region.

This report profiles Sales and Marketing Management Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at Skyline College.

|  |
| --- |
| * **Sales Representatives, Wholesale and Manufacturing, Technical and Scientific** **Products (41-4011):** Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education. Excludes “Sales Engineers” (41-9031). |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: Moderate-term on-the-job training |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 31% |
|  |
| * **Marketing Managers (11-2021):** Plan, direct, or coordinate marketingpolicies 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. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 22*%* |
|  |
| * **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific** **Products (41-4012):** Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold. |
| Entry-Level Educational Requirement: High *school* diploma or equivalent |
| Training Requirement: Moderate-termon-the-job training |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 31*%* |
|  |
| * **Sales Managers (11-2022):** 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. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 22*%* |
|  |
| * **Market Research Analysts and Marketing** **Specialists (13-1161):** Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 14*%* |

**Occupational Demand**

**Table 1. Employment Outlook for Sales and Marketing Management Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products | 15,980 | 17,070 | 1,089 | 7% | 9,857 | 1,971 | $31.87 | $46.15 |
| Marketing Managers | 19,314 | 20,923 | 1,609 | 8% | 10,578 | 2,116 | $63.32 | $83.79 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 34,144 | 34,001 | -143 | 0% | 18,548 | 3,710 | $24.05 | $33.19 |
| Sales Managers | 24,939 | 26,265 | 1,327 | 5% | 12,774 | 2,555 | $46.80 | $70.62 |
| Market Research Analysts and Marketing Specialists | 39,182 | 45,023 | 5,841 | 15% | 27,256 | 5,451 | $28.28 | $41.64 |
| **TOTAL** | **133,559** | **143,282** | **9,723** | **7%** | **79,012** | **15,803** | **$36.15** | **$51.53** |

*Source: EMSI 2020.3*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Sales and Marketing Management Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products | 3,873 | 4,446 | 574 | 15% | 2,769 | 554 | $37.50 | $49.27 |
| Marketing Managers | 6,990 | 7,898 | 908 | 13% | 4,222 | 844 | $68.58 | $88.54 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 7,335 | 7,514 | 179 | 2% | 4,151 | 830 | $27.67 | $36.86 |
| Sales Managers | 7,637 | 8,456 | 819 | 11% | 4,403 | 881 | $53.17 | $75.88 |
| Market Research Analysts and Marketing Specialists | 14,077 | 16,889 | 2,812 | 20% | 10,677 | 2,135 | $31.81 | $44.22 |
| **TOTAL** | **39,911** | **45,203** | **5,292** | **13%** | **26,222** | **5,244** | **$42.13** | **$57.18** |

*Source: EMSI 2020.3*

Mid-Peninsula Sub-Region includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (July 2019 - June 2020)**

| Occupation | Bay Region | Mid-Peninsula Sub-Region |
| --- | --- | --- |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 44,555 | 18,188 |
| Marketing Managers | 36,669 | 20,714 |
| Sales Managers | 20,822 | 9,615 |
| Market Research Analysts and Marketing Specialists | 12,512 | 6,263 |
| Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products | 3,978 | 1,943 |
| Solar Sales Representatives and Assessors | 617 | 49 |
| **TOTAL** | **34,930** | **56,772** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Sales and Marketing Management Occupations for latest 12 months (July 2019 - June 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Account Manager | 8,111 | Sales Specialist | 1,672 |
| Marketing Manager | 6,923 | Marketing Associate | 1,304 |
| Sales Representative | 6,367 | Business Development Manager | 1,304 |
| Sales Manager | 4,220 | Marketing Coordinator | 1,171 |
| Product Manager | 3,732 | Inside Sales Representative | 1,110 |
| Product Marketing Manager | 3,015 | Sales | 931 |
| Director of Marketing | 2,451 | Regional Sales Manager | 868 |
| Director of Sales | 2,071 | Regional Manager | 813 |
| Account Executive | 2,071 | Digital Marketing Manager | 757 |
| Outside Sales Representative | 1,890 | Territory Manager | 733 |
| Senior Product Manager | 1,795 | Enterprise Account Manager | 718 |
| Marketing Specialist | 1,778 | Marketing Assistant | 684 |
| Sales Executive | 1,773 | Marketing Analyst | 668 |
| Sales Consultant | 1,716 | Social Media Manager | 620 |

**Table 4b. Top Job Titles for Sales and Marketing Management Occupations for latest 12 months (July 2019 - June 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Account Manager | 4,034 | Business Development Manager | 652 |
| Marketing Manager | 3,744 | Enterprise Account Manager | 567 |
| Product Manager | 2,143 | Marketing Coordinator | 515 |
| Sales Representative | 1,935 | Outside Sales Representative | 450 |
| Sales Manager | 1,838 | Sales Consultant | 439 |
| Product Marketing Manager | 1,788 | Regional Sales Manager | 424 |
| Director of Marketing | 1,406 | Account Director | 415 |
| Account Executive | 1,261 | Marketing Analyst | 390 |
| Senior Product Manager | 1,085 | Social Media Manager | 387 |
| Director of Sales | 1,058 | Digital Marketing Manager | 378 |
| Sales Executive | 968 | Regional Manager | 377 |
| Marketing Specialist | 753 | Senior Account Manager | 318 |
| Marketing Associate | 697 | Territory Manager | 301 |
| Sales Specialist | 652 | Sales Development Representative | 278 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Sales and Marketing Management Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 9,617 | 12,296 | 28% | 7% |
| Software Publishers (511210) | 7,355 | 9,265 | 26% | 6% |
| Custom Computer Programming Services (541511) | 6,903 | 8,343 | 21% | 5% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 6,421 | 6,707 | 4% | 5% |
| Electronic Computer Manufacturing (334111) | 5,989 | 6,463 | 8% | 4% |
| Computer Systems Design Services (541512) | 3,981 | 4,614 | 16% | 3% |
| Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430) | 2,913 | 2,210 | -24% | 2% |
| Wholesale Trade Agents and Brokers (425120) | 2,684 | 1,748 | -35% | 2% |
| Administrative Management and General Management Consulting Services (541611) | 2,683 | 3,279 | 22% | 2% |
| Data Processing, Hosting, and Related Services (518210) | 2,174 | 2,937 | 35% | 2% |
| Wineries (312130) | 1,755 | 1,831 | 4% | 1% |
| Other Scientific and Technical Consulting Services (541690) | 1,724 | 1,557 | -10% | 1% |
| Other Electronic Parts and Equipment Merchant Wholesalers (423690) | 1,587 | 1,377 | -13% | 1% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 1,534 | 1,634 | 7% | 1% |
| Electronic Shopping and Mail-Order Houses (454110) | 1,412 | 1,821 | 29% | 1% |
| Pharmaceutical Preparation Manufacturing (325412) | 1,374 | 1,274 | -7% | 1% |
| Semiconductor and Related Device Manufacturing (334413) | 1,270 | 1,123 | -12% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Sales and Marketing Management Occupations in Bay Region and Mid-Peninsula Sub-Region (July 2019 - June 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Facebook | 1,165 | Genentech | 279 | Facebook | 1,100 |
| Google Inc. | 1,005 | O'Reilly Automotive Inc | 272 | Salesforce | 758 |
| Salesforce | 778 | Nvidia Corporation | 268 | Amazon | 507 |
| Amazon | 714 | Linkedin Limited | 266 | Visa | 367 |
| Apple Inc. | 620 | Anthem Blue Cross | 250 | Google Inc. | 362 |
| Vmware Incorporated | 551 | IBM | 246 | Thermo Fisher Scientific Inc | 271 |
| Intuit | 537 | Bayer Corporation | 233 | Deloitte | 233 |
| Cisco Systems Incorporated | 503 | Oracle | 227 | Wells Fargo | 229 |
| Thermo Fisher Scientific Inc | 457 | Adobe Systems | 227 | Genentech | 225 |
| Visa | 389 | eBay | 226 | Ringcentral Incorporated | 199 |
| Paypal | 367 | U.S. Bancorp | 218 | Oracle | 193 |
| Wells Fargo | 366 | Dell | 214 | Dropbox Incorporated | 193 |
| Splunk | 344 | Workday, Inc | 211 | Splunk | 191 |
| Microsoft Corporation | 344 | Ringcentral Incorporated | 204 | Gap Inc. | 191 |
| Deloitte | 324 | Macy's | 201 | Linkedin Limited | 184 |
| Allied Universal | 300 | Office Depot | 196 | DocuSign | 183 |
| Walmart / Sam's | 284 | Marriott International Inc | 196 | Cisco Systems Incorporated | 176 |

*Source: Burning Glass*

# Educational Supply

There are nine (9) community colleges in the Bay Region issuing 67 awards on average annually (last 3 years ending 2018-19) on TOP 0509.00-Marketing and Distribution. There are two (2) colleges in the Mid-Peninsula Sub-Region issuing 24 awards on average annually (last 3 years) on this TOP code.

There are three (3) Other Educational Institutions in the Bay Region, located in the Mid-Peninsula Sub-Region, issuing 47 awards on average annually (last 3 years ending 2016-17) on TOP 0509.00-Marketing and Distribution.

There are seven (7) Other Educational Institutions in the Bay Region issuing 367 Bachelor’s Degrees on TOP 0509.00-Marketing and Distribution. There are three (3) Other Educational Institutions in the Mid-Peninsula Sub-Region issuing 220 Bachelor’s Degrees on this TOP code.

**Table 7a. Community College Awards on TOP 0509.00-Marketing and Distribution in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ Units | Certificate Low Unit | Total |
| Chabot Hayward | East Bay | 3 |  | 3 | 6 |
| De Anza | Silicon Valley | 9 |  | 11 | 20 |
| Diablo Valley | East Bay |  |  | 5 | 5 |
| Laney | East Bay | 2 |  | 1 | 3 |
| Las Positas | East Bay | 2 |  |  | 2 |
| San Francisco | Mid-Peninsula | 7 |  | 10 | 17 |
| San Jose City | Silicon Valley | 2 |  | 4 | 6 |
| San Mateo | Mid-Peninsula | 3 |  | 4 | 7 |
| West Valley | Silicon Valley |  |  | 1 | 1 |
| **Total Bay Region** | | **28** | **0** | **39** | **67** |
| **Total Mid-Peninsula Sub-Region** | | **10** | **0** | **14** | **24** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other Educational Institutions Awards on TOP 0509.00-Marketing and Distribution in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associate Degree** | **Award < 1 academic yr** | **Award 2 < 4 academic yrs** | **Total** |
| Academy of Art University | Mid-Peninsula | 4 |  |  | 4 |
| Golden Gate University-San Francisco | Mid-Peninsula |  | 1 |  | 1 |
| Miami Ad School-San Francisco | Mid-Peninsula |  | 11 | 31 | 42 |
| **Total Bay Region** | | **4** | **12** | **31** | **47** |
| **Total Mid-Peninsula Sub-Region** | | **4** | **12** | **31** | **47** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

**Table 7c. Bachelor’s Degree Awards on TOP 0509.00-Marketing and Distribution in Bay Region**

|  |  |  |
| --- | --- | --- |
| **College** | **Sub-Region** | **Bachelor’s Degree** |
| Academy of Art University | Mid-Peninsula | 32 |
| Holy Names University | East Bay | 8 |
| Menlo College | Mid-Peninsula | 51 |
| Pacific Union College | North Bay | 3 |
| San Jose State University | Silicon Valley | 51 |
| Santa Clara University | Silicon Valley | 85 |
| University of San Francisco | Mid-Peninsula | 137 |
| **Total Bay Region** | | **367** |
| **Total Mid-Peninsula Sub-Region** | | **220** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 15,803 annual openings for the Sales and Marketing Management occupational cluster and 481 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 15,322 students. In the Mid-Peninsula Sub-Region, there is also a gap with 5,244 annual openings and 291 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 4,953 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0509.00-Marketing and Distribution**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  All CTE Programs | Skylne College All CTE Programs | State (0509.00) | Bay  (0509.00) | Mid-Peninsula (0509.00) | Skyline College (0509.00) |
| % Employed Four Quarters After Exit | 74% | 74% | 62% | 67% | 64% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,860 | $7,987 | $9,213 | $10,181 | n/a |
| Median % Change in Earnings | 46% | 37% | 51% | 52% | 40% | n/a |
| % of Students Earning a Living Wage | 63% | 56% | 51% | 50% | 60% | n/a |

*Source: Launchboard Pipeline (version available on (8/6/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Sales and Marketing Management Occupations in Bay Region (July 2019 - June 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Sales | 55,852 | Prospective Clients | 10,472 | Inside Sales | 5,196 |
| Product Management | 20,969 | Social Media | 9,931 | Negotiation Skills | 5,098 |
| Customer Service | 19,605 | Product Development | 9,508 | Market Research | 4,981 |
| Business Development | 19,297 | Market Strategy | 8,728 | Thought Leadership | 4,936 |
| Marketing | 19,132 | Account Management | 8,727 | Sales Strategy | 4,861 |
| Project Management | 15,622 | Scheduling | 8,568 | Business Acumen | 4,731 |
| Budgeting | 15,087 | Outside Sales | 8,144 | SQL | 4,612 |
| Salesforce | 14,417 | Key Performance Indicators (KPIs) | 7,722 | Sales Cycle | 4,483 |
| Product Sales | 13,423 | Digital Marketing | 6,547 | Facebook | 4,373 |
| Sales Goals | 12,513 | Retail Industry Knowledge | 6,068 | Merchandising | 4,294 |
| Sales Management | 12,215 | Description and Demonstration of Products | 6,021 | Customer Relationship Management (CRM) | 4,244 |
| Business-to-Business | 11,529 | Articulating Value Propositions | 5,859 | Product Knowledge | 4,237 |
| Software as a Service (SaaS) | 11,225 | Business Planning | 5,856 | Cold Calling | 4,226 |
| Customer Contact | 10,922 | Marketing Management | 5,770 | E-Commerce | 4,186 |
| Product Marketing | 10,675 | Client Base Retention | 5,649 | Onboarding | 4,155 |

*Source: Burning Glass*

**Table 10. Certifications for Sales and Marketing Management Occupations in Bay Region (July 2019 - June 2020)**

Note: 88% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 9,878 | Chartered Property Casualty Underwriter (CPCU) | 145 |
| Project Management Certification | 668 | Accident Health and Life (Insurance) | 140 |
| Insurance License | 564 | First Aid CPR AED | 121 |
| Insurance Agent Certification | 533 | Certified Information Systems Security Professional (CISSP) | 116 |
| Project Management Professional (PMP) | 346 | Leadership In Energy And Environmental Design (LEED) Certified | 92 |
| Property and Casualty License | 305 | Certified ScrumMaster (CSM) | 85 |
| Security Clearance | 285 | Automotive Service Excellence (ASE) Certification | 77 |
| Life and Health Insurance License | 284 | Certified Public Accountant (CPA) | 75 |
| Real Estate Certification | 223 | Six Sigma Certification | 71 |
| Life Insurance License | 216 | Certified Salesforce Administrator | 65 |
| Series 7 | 191 | ITIL Certification | 62 |
| IT Infrastructure Library (ITIL) Certification | 169 | Series 6 | 56 |

*Source: Burning Glass*

**Table 11. Education Requirements for Sales and Marketing Management Occupations in Bay Region**

Note: 42% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 8,511 | 12% |
| Associate Degree | 1,698 | 2% |
| Bachelor’s Degree or Higher | 58,050 | 86% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

For more information, please contact:

* Doreen O’Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544