

## Program Endorsement Brief: 0614.00/Digital Media Social Media Certificate

Los Angeles/Orange County Center of Excellence, November 2019

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### Summary Analysis

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to **one above middle-skill occupation**: market research analysts and marketing specialists (13-1161). Above middle-skill occupations typically requires workers to obtain a bachelor's degree or higher.

This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupation. Based on the available data, there appears to be a potential supply gap for market research analysts and marketing specialists. **Therefore, the COE endorses this proposed program, but notes that the occupation is above middle-skill and only 15% of workers in the field have completed some college or an associate degree.** Reasons include:

### Demand:

- Over the next five years, there is projected to be **4,440 jobs available annually** in the region due to new job growth and replacements, **which is more than the 1,315 awards conferred annually** by educational institutions in the region.
  - However, SOC includes job counts that are not solely social media. Therefore, **the number of annual job openings is likely overstated.**
- Over the past 12 months, there have been **5,466 online job postings with “social media” in the title. Of these postings, 4,200 are categorized under Market Research Analysts and Marketing Specialists (13-1161).** Most job postings were for social media manager, social media specialist, and social media coordinator. Of the job postings listing a minimum education requirement, 81% listed a bachelor's degree, 9% an associate degree, and 10% a high school or vocational training.
- The national-level educational attainment data indicates that 15% of market research analysts and marketing specialists in the field have completed some college or an associate degree.

### Supply:

- There are **27 community colleges** in the region that have programs related to business management/marketing and/or digital media, conferring an average of **1,166 awards annually** between 2015 and 2018.
- Between 2013 and 2016, there were an average of **149 awards conferred annually** in related training programs by non-community college institutions, all of which were generated **by nearly 20 individual non-community college institutions throughout** the region.
- Assuming consistent supply from regional community colleges and non-community college institutions, there are **1,315 awards** conferred in the region annually.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for market research analysts and marketing specialists. In Los Angeles/Orange County, the number of jobs is projected to increase by 10% through 2023. There will be more than 4,400 job openings per year through 2023 due to job growth and replacements. **NOTE: Although the majority of social media jobs tend to be categorized within this standard occupational classification (SOC), demand is likely overstated.**

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>1</sup>**

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	26,556	29,135	2,579	10%	3,147
Orange	10,771	11,891	1,120	10%	1,293
<b>Total</b>	<b>37,328</b>	<b>41,026</b>	<b>3,698</b>	<b>10%</b>	<b>4,440</b>

**Wages** — The typical entry-level hourly wage for market research analysts and marketing specialists throughout the region is \$22.44.<sup>2</sup> The entry-level wage for this occupation is higher than the California Family Needs Calculator hourly wage for one adult in the region (\$15.04 in Los Angeles County and \$17.36 in Orange County)<sup>3</sup>. Wage information, by county, is included in Appendix A.

**Job Postings** — In the past 12 months, there have been 5,466 job postings with “social media” in the title. Of these postings, 4,200 have been categorized under market research analysts and marketing specialists and also include the term “social media”, “content creator”, and “digital” in the title.

Out of 4,200 job postings, 41% listed a degree level. At a more granular level, 81% of job postings listed a bachelor’s degree, 9% an associate degree, and 10% a high school or vocational training. The highest number of job postings were for social media manager, social media specialist, and social media coordinator. The top three employers, by number of job postings, in the region were: Allied Universal Wpromote, Sony, CBS Broadcasting, Moore Dancing, Disney, and Live Nation Worldwide.

**Educational Attainment** — The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for market research analysts and marketing specialists. The national-level educational attainment data indicates that 15% of workers in the field have completed some college or an associate degree.

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<sup>1</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

<sup>2</sup> Entry-level wage is defined as the twenty-fifth percentile hourly wage. Wages for experienced workers are defined as the seventy-fifth percentile hourly wage.

<sup>3</sup> Living wage data was pulled from California Family Needs Calculator on 10/30/19. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

## Supply

**Community College Supply** — The programs included in this section were selected due to their connection to other social media programs at California Community Colleges. There are twelve colleges in the state that offer social media programs, the majority of which are coded as Business Management (0506.00), Marketing and Distribution (0509.00), and Digital Media (0614.00) programs. Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in these programs.<sup>4</sup> The program with the most completions in the region is Business Management. Over the past 12 months, there were two other social media program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2015-2018**

TOP Code	Program	College	2015-16 Awards	2016-17 Awards	2017-18 Awards	3-Year Award Average
0506.00	Business Management	Cerritos	159	246	405	270
		Citrus	-	-	1	1
		Compton	-	11	2	7
		East LA	11	9	26	15
		El Camino	47	17	23	29
		Glendale	8	17	10	12
		LA City	9	19	15	14
		LA Mission	2	5	4	4
		LA Valley	23	42	30	32
		Long Beach	25	15	22	21
		Mt San Antonio	155	187	161	168
		Santa Monica	19	10	18	16
		<b>LA Subtotal</b>	<b>458</b>	<b>578</b>	<b>717</b>	<b>584</b>
		Coastline	378	175	71	208
		Cypress	4	2	6	4
		Fullerton	93	124	11	76
		Golden West	3	9	8	7
		Irvine	9	11	9	10
		Orange Coast	6	3	51	20
		Santa Ana	26	37	81	48
		Santiago Canyon	3	3	42	16
		<b>OC Subtotal</b>	<b>522</b>	<b>364</b>	<b>279</b>	<b>388</b>
		<b>Supply Subtotal/Average</b>			<b>980</b>	<b>942</b>

<sup>4</sup> Regional community colleges with social media programs use three different TOP codes: Business Management (0506.00), Marketing and Distribution (0509.00), and Digital Media (0614.00).

0509.00	Marketing and Distribution	Cerritos	0	0	11	4
		Compton	0	4	1	2
		East LA	2	1	4	2
		El Camino	17	18	13	16
		Glendale	0	3	0	1
		LA City	10	14	10	11
		LA Harbor	0	2	0	1
		LA Mission	1	1	2	1
		LA Pierce	6	4	8	6
		LA Trade-Tech	4	5	10	6
		LA Valley	10	10	16	12
		Long Beach	10	11	15	12
		Mt San Antonio	3	5	3	4
		Rio Hondo	2	5	8	5
		Santa Monica	10	5	20	12
		West LA	3	1	3	2
		<b>LA Subtotal</b>	<b>78</b>	<b>89</b>	<b>124</b>	<b>97</b>
		Cypress	13	5	4	7
		Fullerton	1	1	0	1
		Golden West	0	1	3	1
		Orange Coast	7	7	107	40
		Saddleback	0	3	10	4
		Santa Ana	1	1	0	1
Santiago Canyon	4	7	24	12		
<b>OC Subtotal</b>	<b>26</b>	<b>25</b>	<b>148</b>	<b>66</b>		
<b>Supply Subtotal/Average</b>			<b>104</b>	<b>114</b>	<b>272</b>	<b>163</b>
0614.00	Digital Media	East LA	0	1	0	0
		LA Trade	0	0	7	2
		Long Beach	0	0	1	0
		<b>LA Subtotal</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>3</b>
		Coastline	3	0	0	1
		Golden West	21	13	9	14
		Irvine	12	8	15	12
<b>OC Subtotal</b>	<b>36</b>	<b>21</b>	<b>24</b>	<b>27</b>		
<b>Supply Subtotal/Average</b>			<b>36</b>	<b>22</b>	<b>32</b>	<b>30</b>
<b>Supply Total/Average</b>			<b>1,120</b>	<b>1,078</b>	<b>1,300</b>	<b>1,166</b>

**Non-Community College Supply** — It is important to consider the supply from non-community college institutions that provide training in programs that are cross-walked to social media-related community college programs. Exhibit 3 shows the annual and three-year average number of awards conferred in Business Administration and Management, General (52.0201), Web Page, Digital/Multimedia and Information Resources Design (11.0801), and Marketing/Marketing Management, General (52.1401). Due to different data collection periods, the most recent three-year period of available data is from 2013 to 2016. Between 2013 and 2016, non-community college institutions conferred an average of 149 awards annually in related training programs.

**Exhibit 3: Regional Non-Community College awards, 2013-2016**

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
52.0201	Business Administration and Management, General	Advanced College	-	2	-	1
		Allied American University	44	60	73	59
		Charter College-Canyon Country	6	10	-	5
		East San Gabriel Valley Regional Occupational Program	42	20	5	22
		Fremont College	1	-	-	0
		Learnet Academy Inc	-	1	4	2
		Los Angeles ORT College-Los Angeles Campus	5	13	9	9
		Los Angeles ORT College-Van Nuys Campus	-	2	4	2
		Mount Saint Mary's University	8	13	13	11
		Platt College-Los Angeles	-	-	1	0
		Trident University International	2	-	-	1
		United Education Institute-Huntington Park Campus	17	-	-	6
		University of Antelope Valley	13	5	9	9
		University of Phoenix-California	-	1	3	1

		University of the People	-	-	14	5
		University of the West	1	-	-	0
		Allied American University	2	8	1	4
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Argosy University-The Art Institute of California-Orange County	12	9	4	8
		InterCoast Colleges-Anaheim	3	-	-	1
52.1401	Marketing/Marketing Management, General	Allied American University	3	1	4	3
<b>Supply Total/Average</b>			<b>159</b>	<b>145</b>	<b>144</b>	<b>149</b>

**Appendix A: Occupational demand and wage data by county**

**Exhibit 4. Los Angeles County**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Market Research Analysts and Marketing Specialists (13-1161)	26,556	29,135	2,579	10%	3,147	\$22.65	\$30.58	\$42.87

**Exhibit 5. Orange County**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Market Research Analysts and Marketing Specialists (13-1161)	10,771	11,891	1,120	10%	1,293	\$21.95	\$29.62	\$41.52

**Exhibit 6. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Market Research Analysts and Marketing Specialists (13-1161)	37,328	41,026	3,698	10%	4,440	\$22.44	\$30.30	\$42.47

## Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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