

Program Endorsement Brief: 0509.00/Marketing and Distribution

Marketing Management Skills Certificate

Orange County Center of Excellence, March 2020

Summary Analysis

The 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 for six occupations related to marketing. This report details occupations relevant to the marketing management skills certificate. This program is designed to provide skills and knowledge for students to enter a variety of marketing roles. Some marketing occupations typically require workers to obtain a bachelor's degree or higher; to illuminate which occupations are immediately accessible to community college graduates, the marketing occupational group has been divided into middle-skill and above middle-skill occupations. Middle-skill occupations accommodate community college graduates, while above middle-skill occupations typically require a four-year degree and/or prior work experience.

The occupations included in the **middle-skill** marketing occupation group are: Buyers and Purchasing Agents (13-1028) and Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012). The occupations in the **above middle-skill** marketing group are: Advertising and Promotions Managers (11-2021), Marketing Managers (11-2021), Sales Managers (11-2022), and Market Research Analysts and Marketing Specialists (13-1161).

Because these occupations contain a variety of job titles that range from entry-level to executive, this report also includes data for online job postings for five common marketing job titles along a typical marketing career path: Marketing Assistant, Marketing Coordinator, Marketing Specialist, Marketing Manager, and Marketing Director.

Based on the available data there appears to be an undersupply of labor for these marketing occupations in the region. **Therefore, the COE endorses this proposed program for the following reasons:**

Demand:

- Over the next five years, there is projected to be **8,385 middle-skill jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 737 awards conferred annually** by educational institutions in the region.
- Over the past 12 months, there were **15,130 online job postings for marketing job titles in the region**. Postings across all job titles show that skills such as social media and digital marketing are requested across marketing positions at all levels.

Supply:

- There are **24 community colleges in the region** that have a program related to marketing, **conferring an average of 230 awards annually** between 2016 and 2019
- Between 2013 and 2016, there was an average of **507 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **5 individual four-year colleges** throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the middle-skill group of marketing occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 4% through 2023. However, there will be nearly 8,400 job openings per year through 2023 due to retirements and workers leaving the field.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties¹

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	62,607	59,587	(3,020)	(5%)	6,036
Orange	24,061	23,534	(525)	(2%)	2,349
Total	86,667	83,121	(3,545)	(4%)	8,385

Exhibit 2 shows the five-year occupational demand projections for the above middle-skill group of marketing occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 4% through 2023. There will be over 8,100 job openings per year through 2023 due to retirements and workers leaving the field.

Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	56,962	58,867	1,904	3%	5,572
Orange	23,439	24,706	1,267	5%	2,389
Total	81,769	84,958	3,187	4%	8,103

Employer Job Postings

Exhibit 3 shows a typical career path for marketing workers. While there are exceptions to this career progression and different entry points for workers based on education and experience, these titles are commonly used by employers in online job postings. Marketing Assistant is the typical entry-level title and workers following this career trajectory could work their way up to Marketing Director.

Exhibit 3: Typical marketing career path



Though these job titles are commonly used by employers, there is not a Standard Occupational Classification (SOC) code for each title. Exhibit 4 shows which occupations these job titles are categorized under using O*NET's "Sample of Reported Job Titles" and "Alternate Titles" files.² It

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

² <https://www.onetcenter.org/database.html#individual-files>

is important to note that job titles are categorized into occupations based on the tasks and work activities for workers in those titles, so the same title can be listed under multiple occupations.

Exhibit 4: Crosswalk of marketing job titles to occupations

Job Title	Occupation (SOC)
Marketing Assistant	Marketing Managers (11-1021)
	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Coordinator	Marketing Managers (11-1021)
	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Specialist	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Manager	Advertising and Promotions Managers (11-2011)
	Marketing Managers (11-1021)
Marketing Director	Advertising and Promotions Managers (11-2011)
	Marketing Managers (11-1021)
	Sales Managers (11-2022)

To better understand the different education levels and skills requested for these titles, this report analyzes online job postings that included these titles throughout the region over the past 12 months. During this period, there were 15,130 job postings for these positions. Of these 15,130 postings, 6,467 (43%) were for Marketing Manager. Exhibit 5 shows the number of job postings for each title. The top employers in the region, by number of job postings, were Anthem Blue Cross (259), Disney (86), and Live Nation Worldwide (70).

Exhibit 5: Top job titles in online job postings

Job Title	# of postings
Marketing Manager	6,467
Marketing Coordinator	2,870
Marketing Specialist	2,406
Marketing Assistant	1,766
Marketing Director	1,621

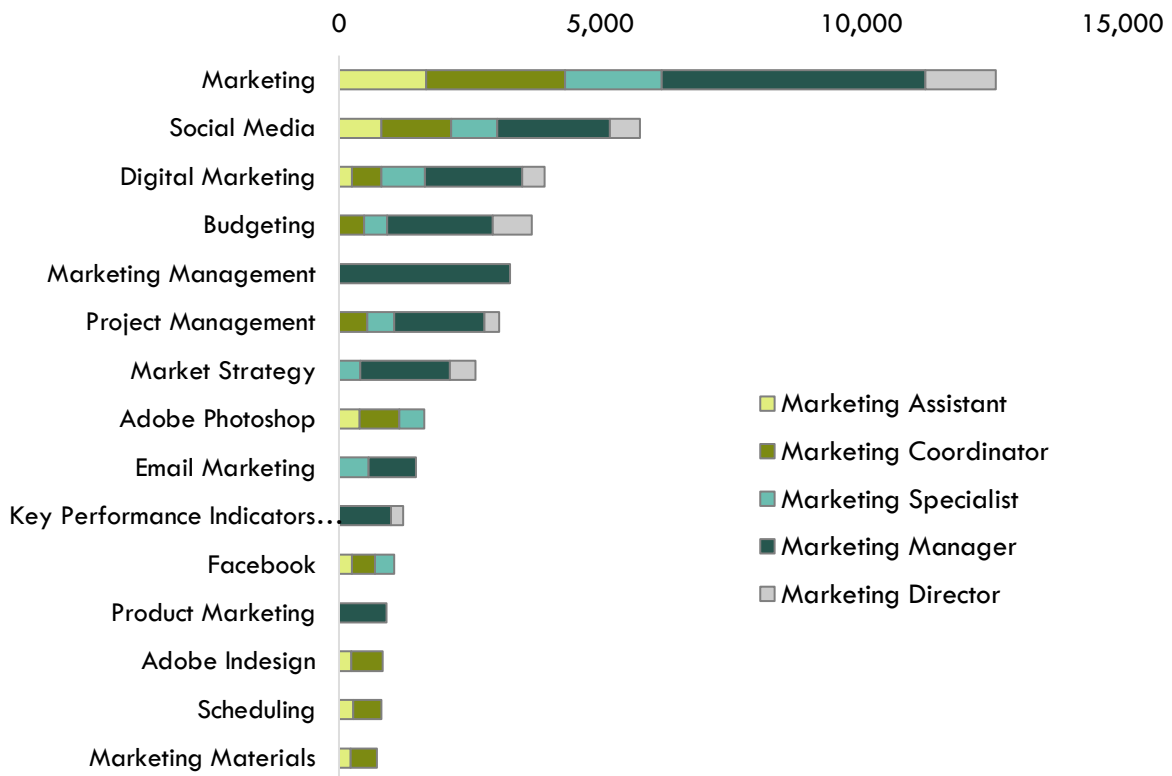
Advertised Wages— Exhibit 6 shows the range of advertised hourly wages for each job title. It is important to note that these are *advertised* wages and actual compensation will vary based on individual employer salary practices, education, and experience.

Exhibit 6: Advertised wages in online job postings

Job Title	Advertised Entry-Level Hourly Wages (25 th Percentile)	Advertised Median Hourly Wages	Advertised Experienced Hourly Wages (75 th Percentile)
Marketing Assistant	\$15.93	\$17.83	\$20.38
Marketing Coordinator	\$18.39	\$20.69	\$23.98
Marketing Specialist	\$20.75	\$24.58	\$29.75
Marketing Manager	\$29.89	\$36.42	\$43.20
Marketing Director	\$31.44	\$43.85	\$54.97

Skills— There are several skills that employers request across all marketing job titles reviewed in this report. Some skills, such as marketing, social media, and digital marketing, requested in postings for the higher-level Marketing Manager and Marketing Director positions are also requested in postings for Marketing Assistant, Marketing Coordinator, and Marketing Specialist positions. Other skills, such as Adobe Indesign, scheduling, and marketing materials, are requested in postings for Marketing Assistant and Marketing Coordinator, but not the other three job titles. The top skills for Marketing Assistants were marketing, social media, Adobe Photoshop, administrative support, Facebook, and digital marketing. Exhibit 7, shows the top 15 requested skills in online job postings across all job titles.

Exhibit 7: Top skills listed in online job postings (n=15,130)



Educational Attainment— Of the 15,130 job postings, 9,146 (60%) listed a minimum education requirement. Of these 9,146 postings, 94% requested a bachelor’s degree. The job title that had the highest percentage of jobs requesting a high school diploma, vocational training, or an associate degree was Marketing Assistant (13%), followed by Marketing Coordinator (8%). Exhibit 8 shows the minimum education requirement listed in job postings for each job title.

Exhibit 8: Requested education level in online job postings

Job Title	# of postings with minimum education requirement	High school diploma or vocational training	Associate degree	Bachelor’s degree
Marketing Assistant	722	2%	11%	86%
Marketing Coordinator	1,737	0%	8%	92%
Marketing Specialist	1425	1%	3%	95%
Marketing Assistant	4149	4%	1%	95%
Marketing Director	1,113	2%	2%	96%
Total	9,146	2%	4%	94%

Supply

Community College Supply—Exhibit 9, on the following page, shows the three-year average number of awards conferred by community colleges in the related TOP code: Marketing and Distribution (0509.00). Cumulatively, the 23 community colleges in the region with marketing programs and certificates have conferred an average of 163 awards annually over the past three years. The college with the most completions in the region was Orange Coast. Over the past 12 months, there was one other related program recommendation request from regional community colleges.

Exhibit 9: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0509.00	Marketing and Distribution	Cerritos	-	11	25	18
		Compton	-	4	1	3
		East LA	1	4	9	5
		El Camino	18	13	14	15
		Glendale	3	-	1	2
		LA City	14	10	12	12
		LA Harbor	2	-	-	2
		LA Mission	1	2	-	2
		LA Pierce	4	8	4	5
		LA Trade	5	10	3	6

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		LA Valley	10	16	28	18
		Long Beach	11	15	6	11
		Mt San Antonio	5	3	5	4
		Pasadena	-	-	3	3
		Rio Hondo	5	8	2	5
		Santa Monica	5	20	20	15
		West LA	1	3	1	2
		LA Total	85	127	134	115
		Cypress	5	4	4	4
		Fullerton	1	-	2	2
		Golden West	1	3	2	2
		Orange Coast	7	107	83	66
		Saddleback	3	10	16	10
		Santa Ana	1	-	4	3
		Santiago Canyon	7	24	61	31
		OC Total	25	148	172	115
		Supply Total/Average	110	275	306	230

Non-Community College Supply— Exhibit 10 shows the annual and three-year average number of awards conferred by non-community college institutions, which in this case are all four-year colleges and universities, in the related Classification of Instructional Programs (CIP) Code: Marketing/Marketing Management, General (52.1401). Due to different data collection periods, the most recent three-year period of available data is 2013 to 2016. Between 2013 and 2016, four-year colleges conferred an average of 507 awards annually in related training programs.

Exhibit 10: Regional non-community college awards, 2013-2016

CIP Code	Program	College	2013-14 Awards	2014-15 Awards	2015-16 Awards	3-Year Award Average
52.1401	Marketing/ Marketing Management, General	California State University-Northridge	198	206	260	221
		Loyola Marymount University	117	151	192	153
		Woodbury University	9	8	14	10
		LA Total	324	365	466	385

CIP Code	Program	College	2013-14 Awards	2014-15 Awards	2015-16 Awards	3-Year Award Average
		University of Phoenix-California	135	109	88	111
		Vanguard University of Southern California	4	7	23	11
		OC Total	139	116	111	122
		Supply Total/Average	463	481	577	507

**Appendix A: Occupational demand and wage data by county
Exhibit 11. Los Angeles County**

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Buyers and Purchasing Agents (13-1028)	14,661	13,794	(867)	(6%)	1,329	\$23.27	\$31.12	\$40.86
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	47,946	45,793	(2,153)	(4%)	4,707	\$17.51	\$27.00	\$41.01
Middle-Skill Subtotal	62,607	59,587	(3,020)	(5%)	5,572			
Advertising and Promotions Managers (11-2011)	1,055	1,070	15	1%	111	\$41.99	\$56.00	\$73.11
Marketing Managers (11-2021)	9,129	9,267	138	2%	793	\$43.87	\$64.23	\$90.37
Sales Managers (11-2022)	21,289	21,057	(232)	(1%)	1,767	\$30.29	\$51.14	\$78.78
Market Research Analysts and Marketing Specialists (13-1161)	26,544	28,542	1,998	8%	3,012	\$22.65	\$30.58	\$42.88
Above Middle-Skill Subtotal	23,439	24,706	1,267	5%	2,389			
Total	119,569	118,454	(1,116)	(1%)	11,608			

Exhibit 12. Orange County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Buyers and Purchasing Agents (13-1028)	5,923	5,749	(174)	(3%)	545	\$23.27	\$31.12	\$40.86
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,137	17,786	(351)	(2%)	1,804	\$17.51	\$27.00	\$41.01
Middle-Skill Subtotal	24,061	23,534	(525)	(2%)	2,349			
Advertising and Promotions Managers (11-2011)	314	315	1	0%	32	\$38.76	\$52.19	\$68.32
Marketing Managers (11-2021)	3,832	3,984	152	4%	355	\$43.24	\$63.01	\$88.46
Sales Managers (11-2022)	8,837	8,928	91	1%	759	\$30.76	\$51.90	\$79.82
Market Research Analysts and Marketing Specialists (13-1161)	10,770	11,794	1,024	10%	1,275	\$21.96	\$29.63	\$41.54
Above Middle-Skill Subtotal	23,439	24,706	1,267	5%	2,389			
Total	47,500	48,240	742	2%	4,738			

Exhibit 13. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Buyers and Purchasing Agents (13-1028)	20,584	19,543	(1,041)	(5%)	1,874	\$23.43	\$31.31	\$41.07
Sales Representatives, Wholesale and Manufacturing,	66,083	63,579	(2,504)	(4%)	6,511	\$17.94	\$27.67	\$42.05

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Except Technical and Scientific Products (41-4012)								
Middle-Skill Subtotal	86,667	83,121	(3,545)	(4%)	8,385			
Advertising and Promotions Managers (11-2011)	1,368	1,385	17	1%	143	\$41.27	\$55.15	\$72.14
Marketing Managers (11-2021)	12,961	13,251	290	2%	1,148	\$43.69	\$63.88	\$89.81
Sales Managers (11-2022)	30,126	29,985	(141)	(0%)	2,526	\$30.43	\$51.36	\$79.09
Market Research Analysts and Marketing Specialists (13-1161)	37,315	40,336	3,021	8%	4,286	\$22.44	\$30.31	\$42.48
Above Middle-Skill Subtotal	81,769	84,958	3,187	4%	8,103			
Total	168,437	168,079	(358)	(0.21%)	16,489			

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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