



Labor Market Analysis for Program Recommendation Marketing Occupations Napa Valley College

Prepared by the Bay Region Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Marketing workers compared to the demand for this cluster of occupations in the Bay Region and in the North Bay Sub-Region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 6,432 students in the Bay Region and 417 students in the North Bay Sub-Region.

Introduction

This report 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 Napa Valley College and in the region.

This report profiles Marketing Occupations in the 12 county Bay Region and in the North Bay Sub-Region for Program Recommendation at Napa Valley College.

- **Marketing Managers (11-2021):** 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.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%
- **Market Research Analysts and Marketing Specialists (13-1161):** 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.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 15%

Occupational Demand

Table 1. Employment Outlook for Marketing Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Marketing Managers	23,858	24,830	971	4%	10,520	2,104	\$74	\$99
Market Research Analysts and Marketing Specialists	40,047	43,466	3,419	9%	22,153	4,431	\$36	\$56
Total	63,905	68,296	4,391	7%	32,673	6,535	\$50	\$72

Source: Lightcast 2024.3

The 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 Marketing Occupations in the North Bay Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Marketing Managers	1,314	1,349	35	3%	555	111	\$52	\$77
Market Research Analysts and Marketing Specialists	2,869	3,071	203	7%	1,534	307	\$28	\$39
Total	4,183	4,420	237	6%	2,089	418	\$36	\$51

Source: Lightcast 2024.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in the Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months

Occupation	Bay Region	North Bay
Marketing Managers	18,426	445
Market Research Analysts and Marketing Specialists	7,209	418

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Table 4a. Top Job Titles in Job Postings for Marketing Occupations in the Bay Region

Title	Bay	Title	Bay
Product Managers	1,900	Growth Marketing Managers	229
Principal Product Managers	633	Platform Product Managers	228
Marketing Managers	607	Marketing Specialists	227
Product Marketing Managers	542	Directors of Marketing	174
Directors of Product Management	479	Group Product Managers	162
Marketing Product Managers	383	Growth Product Managers	160

Title	Bay	Title	Bay
Technical Product Managers	271	Lifecycle Marketing Managers	147
Directors of Product Marketing	260	Digital Product Managers	131
Business Development Representatives	245	Digital Marketing Managers	126

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Table 4b. Top Job Titles in Job Posting for Marketing Occupations in the North Bay Sub-Region

Title	North Bay	Title	North Bay
Marketing Managers	53	Directors of Marketing	13
Business Development Representatives	23	Marketing Directors	13
Marketing Assistants	21	Digital Marketing Managers	12
Product Managers	21	Digital Marketing Specialists	12
Brand Managers	20	Field Canvassers	10
Associate Brand Managers	16	Marketing Leads	9
Marketing Specialists	16	Business Development Specialists	8
In-House Marketing Agents	15	Associate Marketing Managers	7
Marketing Operations Managers	14	Marketing Account Managers	7

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Industry Concentration

Table 5. Industries Hiring for Marketing Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Custom Computer Programming Services	4,309	5,136	19%	7%
Software Publishers	4,255	4,868	14%	7%
Corporate, Subsidiary, and Regional Managing Offices	3,638	3,438	-6%	6%
Administrative Management and General Management Consulting Services	2,863	3,336	17%	4%
Web Search Portals and All Other Information Services	2,590	2,770	7%	4%
Data Processing, Hosting, and Related Services	2,537	3,161	25%	4%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	2,371	2,586	9%	4%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Electronic Computer Manufacturing	1,940	2,209	14%	3%
Computer Systems Design Services	1,828	1,841	1%	3%
Other Scientific and Technical Consulting Services	1,223	1,046	-14%	2%

Source: Lightcast 2024.3

Table 6. Top Employers Posting Marketing Occupations in the Bay Region and the North Bay Sub-Region

Employer	Bay	Employer	North Bay
Google	664	Moss Adams	20
Meta	617	Biomarin Pharmaceutical	15
Amazon	533	Trincherro Family Estates	14
Jensen Landscape Services	445	Wyndham Destinations	13
Walmart	359	2K Corporation	11
Tiktok	329	System Pavers	11

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Educational Supply

There are eleven community colleges in the Bay Region issuing 103 awards on average annually (last 3 years ending 2021-23) on TOP 0509.00 - Marketing and Distribution. In the North Bay Sub-Region, there is one community college that issued one award on average annually (last 3 years) on this TOP code.

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

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Canada	Mid-Peninsula	2	0	2	4
Chabot	East Bay	0	0	3	3
Deanza	Silicon Valley	8	0	13	21
Diablo Valley	East Bay	0	0	23	23
Laney	East Bay	3	2	1	6
Las Positas	East Bay	3	0	0	3
Monterey	SC-Monterey	0	0	1	1
San Francisco	Mid-Peninsula	8	0	15	23
San Jose City	Silicon Valley	4	3	7	14
San Mateo	Mid-Peninsula	1	0	3	4
Solano	North Bay	1	0	0	1
Total	-	30	5	68	103

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 6,535 annual openings for the Marketing occupational cluster and 103 annual (3-year average) awards for an annual undersupply of 6,432 students. In the North Bay Sub-Region, there is also a gap with 418 annual openings and 1 annual (3-year average) awards for an annual undersupply of 417 students.

Student Outcomes

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

Metric Outcomes	Bay All CTE Program	Napa Valley College All CTE Program	State 0509.00	Bay 0509.00	North Bay 0509.00	Napa Valley College 0509.00
Students with a Job Closely Related to Their Field of Study	74%	82%	70%	67%	74%	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$48,682	\$36,994	\$43,055	\$37,412	\$37,762
Median Change in Earnings for SWP Exiting Students	24%	37%	25%	25%	34%	15%
Exiting Students Who Attained the Living Wage	54%	61%	49%	44%	47%	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Marketing Occupations in the Bay Region

Skill	Posting	Skill	Posting
Marketing	15,087	Data Analysis	3,226
Product Management	10,111	Marketing Strategies	3,128
New Product Development	5,656	Computer Science	3,110
Project Management	5,153	Key Performance Indicators (KPIs)	3,018
Product Marketing	4,711	Business Development	2,970
Go-to-Market Strategy	4,286	Analytics	2,875
Product Strategy	3,522	Finance	2,553
Market Research	3,272	Artificial Intelligence	2,509
Business To Business	3,262	Digital Marketing	2,449
Product Roadmaps	3,260	Software As A Service (SaaS)	2,346

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Table 10. Certifications in Job Postings for Marketing Occupations in the Bay Region

Certification	Posting	Certification	Posting
Project Management Professional Certification	134	Six Sigma Certification	16
Project Management Certification	32	Salesforce Certification	16
Agile Certification	22		

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Table 11. Education Requirements for Marketing Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	436	2%
other	319	1%
Bachelor's degree & higher	22,090	97%

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Note: 40% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard 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

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