



Labor Market Analysis: 0509.00 – Marketing and Distribution

Introduction to Salesforce – Certificate requiring 8 to fewer than 16 semester units

Los Angeles Center of Excellence, January 2025

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the three identified middle-skill occupations in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed an associate degree or less educational attainment.

Recommendation: Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 19,509 annual job openings are projected in the region through 2028. This number is greater than the three-year average of 396 awards conferred by educational institutions in the region.
 - Over the past 12 months, there were **3,636 online job postings for the target middle-skill sales occupations that mentioned “Salesforce” as a specialized skill.** The highest number of job postings were for account executives, account

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree. The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

managers, sales representatives, customer service representatives, and business account executives.

Living Wage

- All three target occupations have entry-level wages **below** Los Angeles County's self-sufficiency standard hourly wage (\$24.03/hour).²

Educational Attainment

- A high school diploma or equivalent is the typical entry-level education for the middle-skill sales occupations, according to the Bureau of Labor Statistics (BLS).
- 45%-72% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

Community college supply

- 25 community colleges issued awards related to sales and marketing in the greater LA/OC region.
- 375 awards (degrees and certificates) were conferred on average each year between 2021 and 2023.

Other postsecondary supply

- 2 educational institutions in the LA/OC region have conferred sub-baccalaureate awards in programs related to sales and marketing over the past three years.
- 21 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2020 and 2022.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to three middle-skill occupations. [For full occupation descriptions, please see Appendix.](#)

- **Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091)**³
- **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**⁴
- **Customer Service Representatives (43-4051)**⁵

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these middle-skill sales occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to decrease by 4% through 2028. However, there will be nearly 20,000 job openings per year through 2028 due to retirements and workers leaving the field.

² Center for Women's Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

³ [Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel \(bls.gov\)](#)

⁴ [Wholesale and Manufacturing Sales Representatives \(bls.gov\)](#)

⁵ [Customer Service Representatives \(bls.gov\)](#)

The majority of jobs in 2023 for these middle-skill sales occupations (71%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁶

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	128,287	123,258	(5,029)	(4%)	13,818
Orange	52,659	51,233	(1,426)	(3%)	5,690
Total	180,946	174,491	(6,455)	(4%)	19,509

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. Positive scores for automation resilience⁷ reflect a lower-than-average threat of the occupation(s) being replaced by automation, while negative scores reflect a greater-than-average risk of automation. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time. Occupations with a lower-than-average percentage of full-time workers may have less employment security but may see increased activity in the gig economy.

Exhibit 2: Detailed employment and occupational demand, Los Angeles County⁸

Occupation	2023 Jobs	2028 Jobs	5-Yr % Change	Annual Openings	Automation Resilience	% Aged 55 and older	% Full Time Workers
Sales Reps. of Services, Except Advertising, Insurance, Financial Services, and Travel	29,268	29,545	1%	2,801	3.3	25%	91%
Sales Reps., Wholesale and Manufacturing, Except Technical and Scientific Products	43,924	40,520	(8%)	3,729	8.5	34%	97%

⁶ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁷ Automation risk is calculated based on the percentage of time spent on high-risk compared to low-risk work, the number of high-risk jobs in compatible occupations, and the overall industry automation risk.

⁸ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Occupation	2023 Jobs	2028 Jobs	5-Yr % Change	Annual Openings	Automation Resilience	% Aged 55 and older	% Full Time Workers
Customer Service Reps.	55,095	53,192	(3%)	7,288	3.6	20%	64%
Total	128,287	123,258	(4%)	13,818	-	-	-

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill sales occupations in Los Angeles County as they relate to the county’s self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

All three occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$18.17 and \$23.14. (Exhibit 3). Experienced workers can expect to earn wages between \$26.85 and \$48.59, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Sales Reps. of Services, Except Advertising, Insurance, Financial Services, and Travel	\$23.14	\$34.47	\$48.59	\$71,700
Sales Reps., Wholesale and Manufacturing, Except Technical and Scientific Products	\$22.79	\$31.19	\$45.82	\$64,900
Customer Service Representatives	\$18.17	\$21.90	\$26.85	\$45,500

*Rounded to the nearest \$100

Orange County

All three occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$18.19 and \$24.22 (Exhibit 4). Experienced *customer service representatives* can expect to earn \$26.85, which is below the self-sufficiency standard. However, experienced *sales representatives of services, except advertising, insurance, financial services, and travel* and *sales representatives, wholesale and manufacturing, except technical and scientific products*, can expect to earn wages between \$47.87 and \$48.53, which are higher than the self-sufficiency standard.

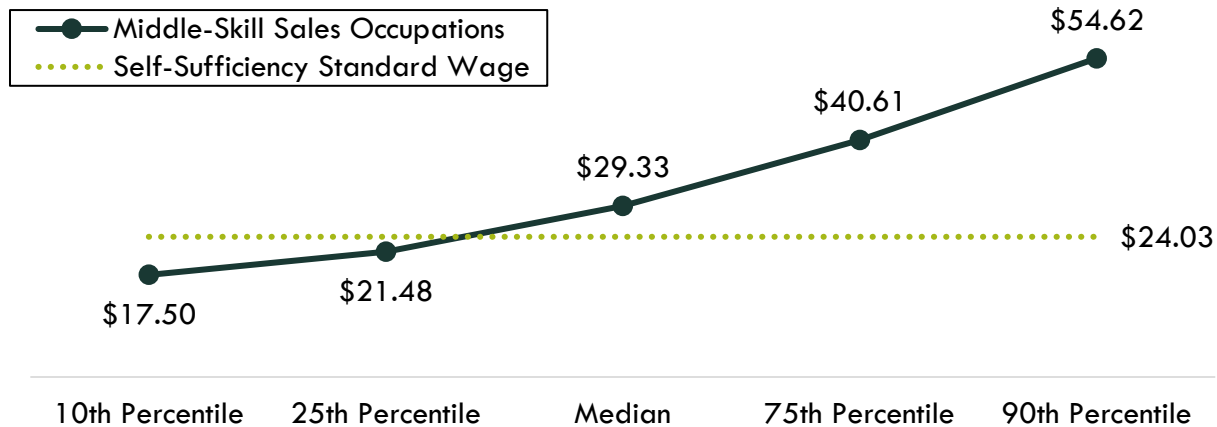
Exhibit 4: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Sales Reps. of Services, Except Advertising, Insurance, Financial Services, and Travel	\$22.90	\$34.04	\$47.87	\$70,800
Sales Reps., Wholesale and Manufacturing, Except Technical and Scientific Products	\$24.22	\$33.09	\$48.53	\$68,800
Customer Service Representatives	\$18.19	\$21.91	\$26.85	\$45,600

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$21.48; this is below the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

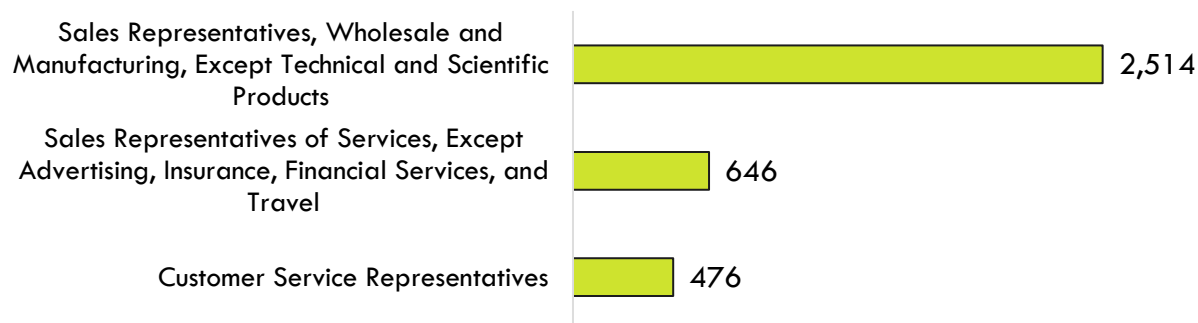
Exhibit 5: Average hourly earnings for middle-skill sales occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 3,636 online job postings for middle-skill sales occupations that also mentioned “Salesforce” as a specialized skill listed in the past 12 months in Los Angeles and Orange counties. Exhibit 6 displays the number of job postings by occupation. The majority of job postings (69%) were for sales representatives, wholesale and manufacturing, except technical and scientific products, followed by sales representatives of services, except advertising, insurance, financial services, and travel (18%) and customer service representatives (13%).

Exhibit 6: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 7).

Exhibit 7: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> Account executives Account managers Sales representatives Customer service representatives Business account executives 	<ul style="list-style-type: none"> Salesforce Customer relationship management Selling techniques Sales prospecting Marketing 	<ul style="list-style-type: none"> Spectrum HD Supply Amazon Elevance Health Clean Harbors TEKsystems

In the greater Los Angeles/Orange County region, 67% of the middle-skill sales job postings listed a minimum educational requirement. Exhibit 8 details the number and percentage of job postings by educational level.

Exhibit 8: Education levels requested in job postings for middle-skill sales occupations, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,588	65%
Associate degree	97	4%
High school diploma or vocational training	764	31%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for the target occupations in this report (Exhibit 9). However, the national-level

data indicates between 45% and 72% of workers in the field have completed an associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 9: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent
Customer Service Representatives	High school diploma or equivalent

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 10 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Santa Monica, Santiago Canyon, and Orange Coast.

Exhibit 10: Regional community college awards (certificates and degrees), 2021-2023

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
0509.00	Marketing and Distribution	Cerritos	14	26	21	20
		Compton	-	1	-	0
		East LA	8	6	7	7
		El Camino	9	6	6	7
		Glendale	3	4	2	3
		LA City	15	13	13	14
		LA Harbor	-	1	-	0
		LA Pierce	8	10	15	11
		LA Trade-Tech	7	4	3	5
		LA Valley	24	27	32	28
		Long Beach	15	18	15	16
		Mt San Antonio	12	9	14	12
		Pasadena	3	17	8	9
		Rio Hondo	11	7	6	8
		Santa Monica	54	61	58	58
		West LA	1	4	3	3
		LA Subtotal	184	214	203	200

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
		Coastline	-	-	7	2
		Cypress	4	-	6	3
		Fullerton	8	4	6	6
		Golden West	4	6	5	5
		Orange Coast	48	20	11	26
		Saddleback	15	19	33	22
		Santa Ana	2	1	1	1
		Santiago Canyon	57	17	50	41
		OC Subtotal	138	67	119	108
Supply Subtotal/Average			322	281	322	308
0509.40	Sales and Salesmanship	Glendale	9	5	10	8
		Santa Monica	25	23	12	20
		LA Subtotal	34	28	22	28
		Orange Coast	6	10	-	5
		OC Subtotal	6	10	-	5
Supply Subtotal/Average			40	38	22	33
0518.00	Customer Service	Citrus	-	3	1	1
		East LA	4	4	2	3
		LA Pierce	3	5	2	3
		Santa Monica	21	8	14	14
		LA Subtotal	28	20	19	22
		Santiago Canyon	2	10	4	5
		OC Subtotal	2	10	4	5
Supply Subtotal/Average			30	30	23	28
1301.10	Consumer Services	LA City	1	7	-	3
		Mt San Antonio	1	1	-	1
		LA Subtotal	2	8	-	3
		Orange Coast	6	-	-	2
		OC Subtotal	6	-	-	2
Supply Subtotal/Average			8	8	-	5
Supply Total/Average			400	357	367	375

Other Postsecondary Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for middle-skill sales occupations. Exhibit

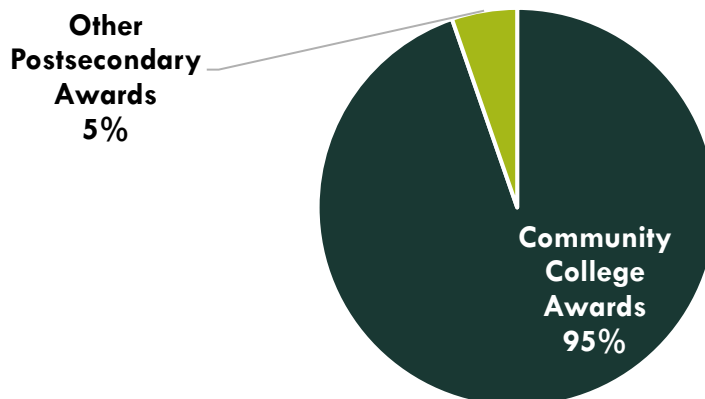
11 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2020 to 2022. Between 2020 and 2022, other postsecondary college institutions in the region conferred an average of 21 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

Exhibit 11: Other regional postsecondary awards, 2020-2022

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
52.1401	Marketing/Marketing Management, General	Fashion Institute of Design & Merch.	27	16	15	19
		Fremont University	4	1	-	2
Supply Total/Average			31	17	15	21

Exhibit 12 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by community colleges in the greater Los Angeles/Orange County region.

Exhibit 12: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- **Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091)** Sell services to individuals or businesses. May describe options or resolve client problems.⁹

⁹ [Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel \(bls.gov\)](https://www.bls.gov)

- **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.¹⁰
- **Customer Service Representatives (43-4051)** Interact with customers to provide basic or scripted information in response to routine inquiries about products and services. May handle and resolve general complaints. Excludes individuals whose duties are primarily installation, sales, repair, and technical support.¹¹

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DATA SOURCES



POWERED BY



- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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¹⁰ [Wholesale and Manufacturing Sales Representatives \(bls.gov\)](https://www.bls.gov)

¹¹ [Customer Service Representatives \(bls.gov\)](https://www.bls.gov)