



# Labor Market Analysis for Program Recommendation Business Administration Occupations Monterey Peninsula 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 Business Administration workers compared to the demand for this cluster of occupations in the Bay Region but an “oversupply” in the SC-Monterey Sub-Region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 853 students in the Bay Region but an oversupply of 242 students in the SC-Monterey Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0505.00 - Business Administration 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 Monterey Peninsula College and in the region.

This report profiles Business Administration Occupations in the 12 county Bay Region and in the SC-Monterey Sub-Region for Program Recommendation at Monterey Peninsula 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.  
Typical Entry-Level Educational: Bachelor’s degree  
Typical On-the-Job Training: None  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 13%
- **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.  
Typical Entry-Level Educational: Bachelor’s degree  
Typical On-the-Job Training: None  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 28%
- **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.

Typical Entry-Level Educational: Bachelor's degree

Typical On-the-Job Training: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 15%

## Occupational Demand

**Table 1. Employment Outlook for Business Administration Occupations in the Bay Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Marketing Managers	23,858	24,830	971	4%	10,520	2,104	\$74	\$99
Sales Managers	34,110	34,970	860	3%	13,502	2,700	\$52	\$82
Market Research Analysts and Marketing Specialists	40,047	43,466	3,419	9%	22,153	4,431	\$36	\$56
<b>Total</b>	<b>98,015</b>	<b>103,266</b>	<b>5,251</b>	<b>5%</b>	<b>46,175</b>	<b>9,235</b>	<b>\$51</b>	<b>\$76</b>

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 Business Administration Occupations in the SC-Monterey Sub-Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Marketing Managers	448	468	19	4%	199	40	\$45	\$64
Sales Managers	1,374	1,395	21	2%	523	105	\$34	\$50
Market Research Analysts and Marketing Specialists	997	1,079	82	8%	548	110	\$25	\$34
<b>Total</b>	<b>2,819</b>	<b>2,942</b>	<b>123</b>	<b>4%</b>	<b>1,270</b>	<b>255</b>	<b>\$33</b>	<b>\$47</b>

Source: Lightcast 2024.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

## Job Postings in the Bay Region and SC-Monterey Sub-Region

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

Occupation	Bay Region	SC-Monterey
Marketing Managers	19,421	125
Sales Managers	10,378	321
Market Research Analysts and Marketing Specialists	7,494	228

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

**Table 4a. Top Job Titles in Job Postings for Business Administration Occupations in the Bay Region**

Title	Bay	Title	Bay
Product Managers	1,978	Territory Sales Managers	314
Business Development Managers	765	Technical Product Managers	301
Sales Managers	746	Regional Sales Managers	289
Principal Product Managers	714	Platform Product Managers	271
Marketing Managers	612	Business Development Representatives	270
Product Marketing Managers	564	Growth Marketing Managers	267
Directors of Product Management	505	Directors of Product Marketing	263
Directors of Business Development	426	Marketing Specialists	229
Marketing Product Managers	399	Territory Managers	203

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

**Table 4b. Top Job Titles in Job Posting for Business Administration Occupations in the SC-Monterey Sub-Region**

Title	SC-Monterey	Title	SC-Monterey
Sales Managers	51	Business Developers	8
Marketing Managers	22	Event Sales Managers	8
Business Development Representatives	15	Hotel Sales Managers	8
Business Development Managers	14	Marketing Directors	8
Directors of Business Development	11	Research Specialists	8
Directors of Sales and Marketing	11	Business Development Leads	7
District Sales Managers	10	Sales Directors	7
Landscape Managers	10	Business Development Executives	6
Group Sales Managers	9	Development Managers	6

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

## Industry Concentration

**Table 5. Industries Hiring for Business Administration 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	6,903	7,970	15%	7%
Software Publishers	6,391	7,066	11%	7%

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)
Corporate, Subsidiary, and Regional Managing Offices	4,984	4,575	-8%	5%
Electronic Computer Manufacturing	3,878	4,255	10%	4%
Web Search Portals and All Other Information Services	3,657	3,799	4%	4%
Data Processing, Hosting, and Related Services	3,495	4,222	21%	4%
Administrative Management and General Management Consulting Services	3,253	3,723	14%	3%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	3,102	3,290	6%	3%
Computer Systems Design Services	2,931	2,869	-2%	3%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	1,649	1,824	11%	2%

Source: Lightcast 2024.4

**Table 6. Top Employers Posting Business Administration Occupations in the Bay Region and the SC-Monterey Sub-Region**

Employer	Bay	Employer	SC-Monterey
Google	825	Jensen Landscape Services	75
Amazon	805	University of California	24
Meta	728	Hyatt	8
Jensen Landscape Services	665	AutoZone	7
Walmart	445	Marriott International	7
Apple	413	Moss Adams	7

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

## Educational Supply

There are twenty-eight community colleges in the Bay Region issuing 3,016 awards on average annually (last 3 years ending 2021-23) on TOP 0505.00 - Business Administration. In the SC-Monterey Sub-Region, there are three community colleges that issued 241 awards on average annually (last 3 years) on this TOP code.

There are seventeen four-year institutions in the Bay Region issuing 5,366 bachelor's degrees on average annually (last 3 years ending 2020-22) on CIP 52.0201 - Business Administration and Management, General. There is one four-year institution in the SC-Monterey Sub-Region issuing 256 bachelor's degrees on this CIP code.

**Table 7a. Community College Awards on TOP 0505.00 - Business Administration in the Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Alameda	East Bay	31	0	0	0	31
Berkeley City	East Bay	43	0	0	0	43
Cabrillo	SC-Monterey	64	0	0	0	64
Canada	Mid-Peninsula	55	3	0	0	58
Chabot	East Bay	134	0	0	0	134
Contra Costa	East Bay	44	0	0	0	44
Deanza	Silicon Valley	410	0	28	0	438
Diablo Valley	East Bay	231	0	47	0	278
Evergreen Valley	Silicon Valley	162	0	0	0	162
Foothill	Silicon Valley	125	0	0	0	125
Gavilan	Silicon Valley	52	0	0	0	52
Hartnell	SC-Monterey	87	0	0	0	87
Laney	East Bay	59	1	4	0	64
Las Positas	East Bay	145	0	0	0	145
Los Medanos	East Bay	96	0	0	0	96
Marin	North Bay	31	0	0	0	31
Merritt	East Bay	34	0	0	0	34
Mission	Silicon Valley	84	0	0	0	84
Monterey	SC-Monterey	87	0	3	0	90
Napa	North Bay	48	0	0	0	48
Ohlone	East Bay	95	0	0	0	95
San Francisco	Mid-Peninsula	79	0	57	1	137
San Jose City	Silicon Valley	83	0	0	0	83
San Mateo	Mid-Peninsula	120	0	0	0	120
Santa Rosa	North Bay	144	0	0	0	144
Skyline	Mid-Peninsula	93	7	0	0	100
Solano	North Bay	94	0	1	0	95
West Valley	Silicon Valley	133	0	1	0	134
<b>Total</b>	<b>-</b>	<b>2,863</b>	<b>11</b>	<b>141</b>	<b>1</b>	<b>3,016</b>

Source: Data Mart

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

**Table 7b. Bachelor's Degree Awards on CIP 52.0201- Business Administration and Management, General in the Bay Region**

College	Subregion	Bachelor's degree
California State University Maritime Academy	North Bay	39
California State University-East Bay	East Bay	773
California State University-Monterey Bay	SC-Monterey	256
Dominican University of California	North Bay	33
Golden Gate University	Mid-Peninsula	124
Holy Names University	East Bay	10
Lincoln University	East Bay	7
Menlo College	Mid-Peninsula	61
Mills College at Northeastern University	East Bay	5
Minerva University	Mid-Peninsula	30

College	Subregion	Bachelor's degree
Notre Dame de Namur University	Mid-Peninsula	36
San Francisco State University	Mid-Peninsula	1,392
San Jose State University	Silicon Valley	1,660
Sonoma State University	North Bay	416
University of California-Berkeley	East Bay	395
University of San Francisco	Mid-Peninsula	127
University of Silicon Valley	Silicon Valley	2
<b>Total</b>	-	<b>5,366</b>

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 9,235 annual openings for the Business Administration occupational cluster and 8,382 annual (3-year average) awards for an annual undersupply of 853 students. In the SC-Monterey Sub-Region, there is also a gap with 255 annual openings and 497 annual (3-year average) awards for an oversupply of 242 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0505.00 - Business Administration**

Metric Outcomes	Bay All CTE Program	Monterey Peninsula College All CTE Program	State 0505.00	Bay 0505.00	SC-Monterey 0505.00	Monterey Peninsula College 0505.00
Students with a Job Closely Related to Their Field of Study	74%	73%	71%	78%	75%	75%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$67,771	\$36,210	\$48,722	\$38,569	\$38,569
Median Change in Earnings for SWP Exiting Students	24%	14%	28%	39%	44%	44%
Exiting Students Who Attained the Living Wage	54%	70%	48%	48%	53%	53%

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

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Business Administration Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Marketing	19,929	Market Research	4,135
Product Management	11,208	Key Performance Indicators (KPIs)	4,065

Skill	Posting	Skill	Posting
New Product Development	6,956	Data Analysis	3,943
Project Management	6,575	Finance	3,920
Business Development	6,443	Product Strategy	3,901
Go-to-Market Strategy	5,464	Computer Science	3,733
Product Marketing	5,179	Artificial Intelligence	3,721
Business To Business	4,640	Selling Techniques	3,708
Sales Prospecting	4,519	Marketing Strategies	3,701
Customer Relationship Management	4,194	Product Roadmaps	3,640

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

**Table 10. Certifications in Job Postings for Business Administration Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Project Management Professional Certification	190	Salesforce Certification	33
Real Estate Salesperson License	57	Functional Skills Qualification	33
Project Management Certification	41		

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

**Table 11. Education Requirements for Business Administration Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	1,380	4%
Associate degree	596	2%
Bachelor's degree & higher	31,540	94%

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Note: 38% 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](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

## Contacts

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