



## Social Media Marketing E-Commerce (Business Emphasis) (TOP 0509.70)

January 2022

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – E-Commerce. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to E-Commerce are expected to increase** for Web Developers and Digital Interface Designers and **remain steady** for Advertising and Promotional Managers, Advertising Sales Agents, and Project Management Specialists and Business Operations Specialists, All Other.
- E-Commerce is anticipated to experience a **low risk of automation** for all four related occupations.
- In 2020 there were 4,151 regional completions in programs related to the occupations identified as related to E-Commerce and 990 openings, indicating an **oversupply**.
- Typical entry-level education is a **high school diploma or equivalent** for Advertising Sales Agents and a **Bachelor's degree** for the other three occupations.
- Completers of E-Commerce programs from the 2018-2019 academic year in the South Central Coast region had a **median annual wage upon completion of \$25,828**.
- 50% of students are **employed within a year** after completing a program.
- 34% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+19%** change in earnings after exiting.
- 62% of students were **part-time**, 7% **skill builders**, 35% **first-generation**, and 80% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were identified as related to E-Commerce for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
11-2011	<b>Advertising and Promotional Managers</b>	Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.	Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager (Ad Sales Manager), Classified Advertising Manager (Classified Ad Manager), Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager
13-1198	<b>Project Management Specialists and Business Operations Specialists, All Other</b>	Analyze and coordinate the schedule, timeline, procurement, staffing, and budget of a product or service on a per-project basis. Lead and guide the work of technical staff. May serve as a point of contact for the client or customer.	--
15-1257	<b>Web Developers and Digital Interface Designers</b>	Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.	--

SOC Code	Title	Description	Sample of Reported Job Titles
41-3011	<b>Advertising Sales Agents</b>	Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or Internet establishments or public spaces.	Advertising Account Representative, Advertising Consultant, Advertising Representative, Advertising Sales Representative (Ad Sales Representative), Sales Representative

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to E-Commerce are expected to increase for Web Developers and Digital Interface Designers and remain steady for Advertising and Promotional Managers , Advertising Sales Agents, and Project Management Specialists and Business Operations Specialists, All Other.

**Exhibit 2 – Five-year projections for E-Commerce in the South Central Coast region**

SOC	Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change
11-2011	Advertising and Promotional Managers	112	117	5	4%
13-1198	Project Management Specialists and Business Operations Specialists, All Other	9,840	10,221	381	4%
15-1257	Web Developers and Digital Interface Designers	934	989	55	6%
41-3011	Advertising Sales Agents	380	379	-1	0%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$35.60 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for E-Commerce in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-2011	Advertising and Promotional Managers	\$47.72	\$58.12	\$71.62
13-1198	Project Management Specialists and Business Operations Specialists, All Other	\$24.45	\$36.06	\$49.94
15-1257	Web Developers and Digital Interface Designers	\$21.17	\$32.75	\$46.57
41-3011	Advertising Sales Agents	\$16.67	\$26.21	\$39.06

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for e-commerce workers, and what they are looking for in potential candidates. To identify job postings related to E-Commerce the following standard occupational classifications were used:

11-2011	Advertising and Promotional Managers
13-1198	Project Management Specialists and Business Operations Specialists, All Other
15-1257	Web Developers and Digital Interface Designers
41-3011	Advertising Sales Agents

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## Top Occupations

In 2019, there were 1,329 employer postings for the occupations related to E-Commerce.

**Exhibit 4 – Top occupations in job postings and risk of automation tables**

SOC Code	Occupation	Job Postings, Full Year 2019
15-1257	Web Developers and Digital Interface Designers	920
13-1198	Project Management Specialists and Business Operations Specialists, All Other	237
41-3011	Advertising Sales Agents	79
11-2011	Advertising and Promotional Managers	22

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
15-1257	Web Developers and Digital Interface Designers	Low
13-1198	Project Management Specialists and Business Operations Specialists, All Other	Low
41-3011	Advertising Sales Agents	Low
11-2011	Advertising and Promotional Managers	Low

Source: Labor Insight/Jobs (Burning Glass)

### **Top Titles**

The top job titles for employers posting ads for jobs related to E-Commerce are listed in Exhibit 5. Web Developer is mentioned as the job title in 4% of all relevant job postings (58 postings).

**Exhibit 5 –Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Web Developer	58
Target Security Specialist	32
Front End Engineer	18
Front End Developer	16
Ux/Ui Designer	15

Source: Labor Insight/Jobs (Burning Glass)

### **Top Employers**

Exhibit 6 lists the major employers hiring professionals in the E-Commerce field. The top employer posting job ads was Anthem Blue Cross. The top worksite cities in the region for these occupations were Santa Barbara, Thousand Oaks, Oxnard, Santa Clarita, and Camarillo.

**Exhibit 6 – Top Employers (n=655)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Anthem Blue Cross	73
Target	34
Amgen	28
AECOM Technology Corp	15
Appfolio Inc	15

Source: Labor Insight/Jobs (Burning Glass)

## Skills

JavaScript is the most sought after skill for employers hiring for jobs related to E-Commerce.

**Exhibit 7 –Job Skills (n=1,239)**

Skills	Job Postings, Full Year 2019
JavaScript	478
Web Development	274
SQL	196
jQuery	190
Adobe Photoshop	174
Front-end Development	168
Git	139

Source: Labor Insight/Jobs (Burning Glass)

## Industry Concentration

Exhibit 8 shows the industries with the most E-Commerce postings in the South Central Coast. Note: 28% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries employing the most in the E-Commerce field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Administrative and Support and Waste Management and Remediation Services	420	43.9%
Finance and Insurance	102	10.7%
Professional, Scientific, and Technical Services	97	10.1%
Manufacturing	77	8.0%
Retail Trade	73	7.6%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 9 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-2011	<b>Advertising and Promotional Managers</b>	Bachelor's degree	None
13-1198	<b>Project Management Specialists and Business Operations Specialists, All Other</b>	Bachelor's degree	None
15-1257	<b>Web Developers and Digital Interface Designers</b>	Bachelor's degree	None
41-3011	<b>Advertising Sales Agents</b>	High school diploma or equivalent	Moderate-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 4,151 regional completions (2020) and 990 regional openings (2020) in the South Central Coast region in programs related to the occupations identified as aligned with E-Commerce.

**Exhibit 10 – Completions and Openings**

<b>21</b> Regional Institutions had Related Programs (2020)	<b>4,151</b> Regional Completions (2020)	<b>990</b> Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)



## Related Programs

CIP Code	Program	Completions (2020)
52.0201	Business Administration and Management, General	2,695
11.0701	Computer Science	619
52.0101	Business/Commerce, General	140
11.0901	Computer Systems Networking and Telecommunications	129
10.0301	Graphic Communications, General	92
50.0409	Graphic Design	66
52.1801	Sales, Distribution, and Marketing Operations, General	65
14.0903	Computer Software Engineering	61
52.0703	Small Business Administration/Management	51
52.1401	Marketing/Marketing Management, General	44
11.1003	Computer and Information Systems Security/Auditing/Information Assurance	43
11.0101	Computer and Information Sciences, General	29
11.0201	Computer Programming/Programmer, General	24
52.1101	International Business/Trade/Commerce	23
09.0702	Digital Communication and Media/Multimedia	19
11.0801	Web Page, Digital/Multimedia and Information Resources Design	13
11.0899	Computer Software and Media Applications, Other	12
09.0799	Radio, Television, and Digital Communication, Other	9
52.0299	Business Administration, Management and Operations, Other	8
52.0208	E-Commerce/Electronic Commerce	3
43.0112	Securities Services Administration/Management	2
52.0701	Entrepreneurship/Entrepreneurial Studies	2
52.0212	Retail Management	1
52.1804	Selling Skills and Sales Operations	1

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of E-Commerce Programs (TOP: 0509.70) in the South Central Coast region for the 2018-19 academic year.

- Completers of E-Commerce programs from the 2018-2019 academic year in the South Central Coast region had a **median annual wage upon completion of \$25,828**.
- 50% of students are **employed within a year** after completing a program.
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## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to E-Commerce. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.