

Advertising and Marketing Occupations

Labor Market Analysis: San Diego County

October 2020

Summary



The brief provides labor market information about *Advertising and Marketing Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. According to available labor market information, *Advertising and Marketing Occupations* in San Diego County have a labor market demand of 666 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and nine educational institutions in San Diego County supply 301 awards for these occupations, suggesting that there is a supply gap in the labor market. *Advertising and Marketing Occupations* include “Advertising and Promotions Managers,” “Marketing Managers,” “Public Relations and Fundraising Managers,” “Gaming Managers,” and “Meeting, Convention, and Event Planners.” Entry-level and median wages for all occupations are above the living wage. This brief recommends proceeding with developing a program because 1) a supply gap exists for these occupations and 2) their entry-level and median earnings are above the living wage. Colleges should note that **employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Advertising and Promotions Managers** (SOC 11-2011): 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. Includes managers in specialized construction fields, such as carpentry or plumbing.
- **Marketing Managers** (SOC 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.
- **Public Relations and Fundraising Managers** (SOC 11-2031): Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations.
- **Gaming Managers** (SOC 11-9071): Plan, direct, or coordinate gaming operations in a casino. May formulate house rules.
- **Meeting, Convention, and Event Planners** (SOC 13-1121): Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

For the purpose of this report, these occupations are referred to as *Advertising and Marketing Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2019 and 2024, *Advertising and Marketing Occupations* are projected to increase by 367 net jobs or six percent (Exhibit 1 a). During this period, employers in San Diego County are projected to hire 666 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1 a: Number of Jobs for Advertising and Marketing Occupations (2009-2024)²

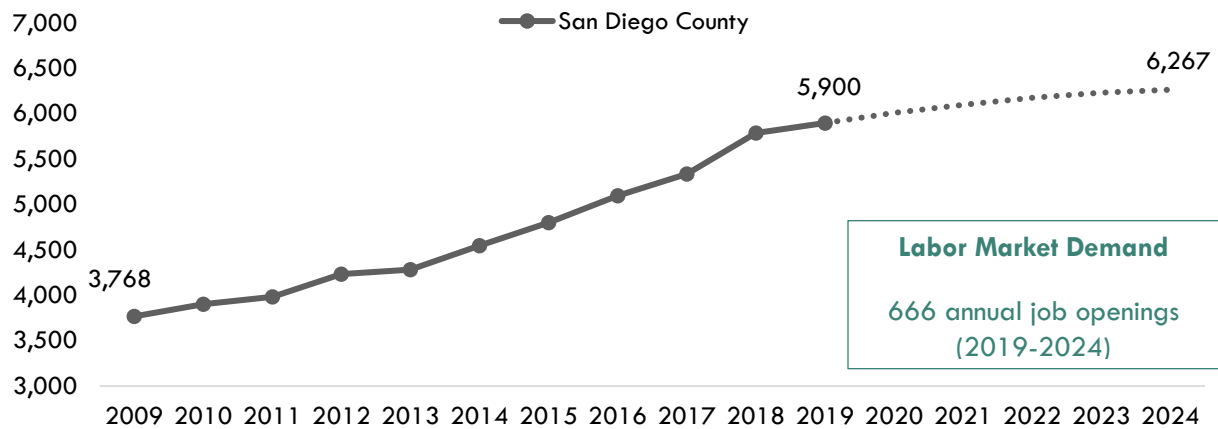


Exhibit 1 b breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1 b shows, *Marketing Managers* are projected to increase the most by 200 total jobs between 2019 and 2024.

Exhibit 1 b: Number of Jobs for Advertising and Marketing Occupations in San Diego County (2019-2024)

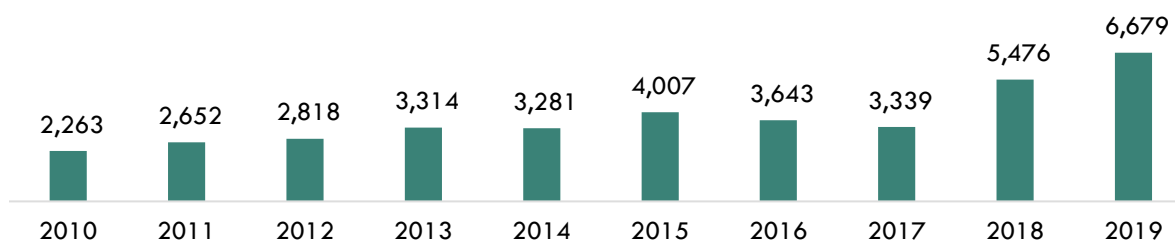
Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Job Openings (Demand)
Marketing Managers	2,942	3,142	200	7%	311
Meeting, Convention, and Event Planners	1,883	2,000	117	6%	245
Public Relations and Fundraising Managers	753	784	31	4%	72
Advertising and Promotions Managers	170	180	10	6%	19
Gaming Managers	152	161	9	6%	19
Total	5,900	6,267	367	6%	666

² EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2019, there was an average of 3,747 online job postings per year in San Diego County for *Advertising and Marketing Occupations* (Exhibit 2). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 2: Number of Online Job Postings for Advertising and Marketing Occupations in San Diego County (2010-2019)³



Earnings

The entry-level hourly earnings for *Advertising and Marketing Occupations* range from \$17.20 to \$43.65 (Exhibit 3a).

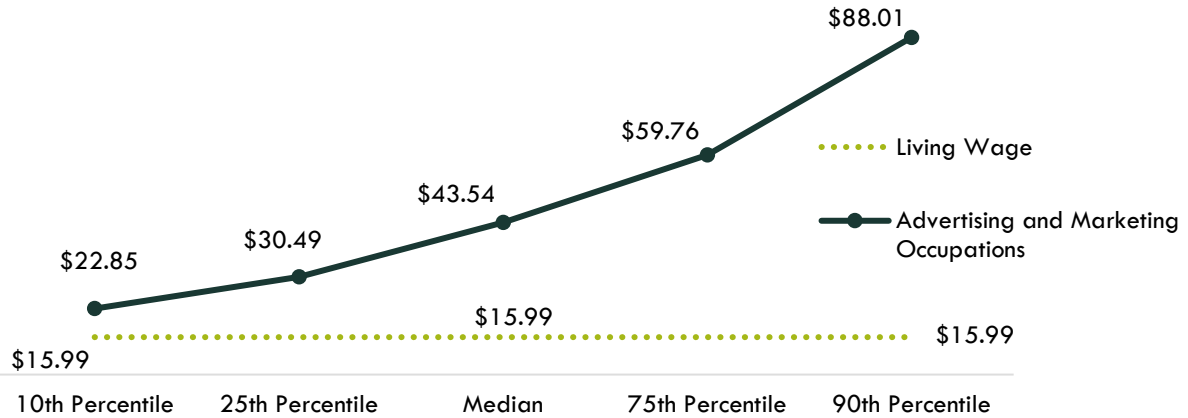
Exhibit 3a: Hourly Earnings for Advertising and Marketing Occupations in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Marketing Managers	\$43.65	\$64.25	\$88.68
Public Relations and Fundraising Managers	\$37.74	\$50.06	\$64.01
Gaming Managers	\$28.18	\$35.84	\$46.32
Advertising and Promotions Managers	\$25.72	\$45.04	\$70.92
Meeting, Convention, and Event Planners	\$17.20	\$22.52	\$28.86

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

On average, the entry-level hourly earnings for *Advertising and Marketing Occupations* is **\$30.49**; this is more than the living wage for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3b).⁴

Exhibit 3b: Average Hourly Earnings⁵ for *Advertising and Marketing Occupations* in San Diego County⁶



⁴ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁷ There are **six** TOP codes and **11** CIP codes related to *Advertising and Marketing Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Advertising and Marketing Occupations

<i>Advertising and Marketing Occupations</i>
TOP 050900: Marketing and Distribution
TOP 050910: Advertising
TOP 060600: Public Relations
TOP 130700: Hospitality
TOP 130730: Resort and Club Management
CIP 09.0900: Public Relations, Advertising, and Applied Communication
CIP 09.0903: Advertising
CIP 52.0901: Hospitality Administration/Management, General
CIP 52.0906: Resort Management
CIP 52.0907: Meeting and Event Planning
CIP 52.0908: Casino Management
CIP 52.0909: Hotel, Motel, and Restaurant Management
CIP 52.1401: Marketing/Marketing Management, General
CIP 52.1801: Sales, Distribution, and Marketing Operations, General

According to TOP data, **five** community colleges supply the region with awards for these occupations: **Grossmont College, MiraCosta College, Palomar College, San Diego Mesa College, and Southwestern College**. According to CIP data, **four** non-community colleges supply the region with awards: **National University, Point Loma Nazarene University, San Diego State University, and University of San Diego** (Exhibit 5).

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
050900	Marketing and Distribution	16	0	16
	• Grossmont	5	0	
	• MiraCosta	7	0	
	• San Diego Mesa	3	0	
	• Southwestern	1	0	
050910	Advertising	11	0	11
	• Palomar	11	0	
060600	Public Relations	1	0	1
	• Palomar	1	0	
130700	Hospitality	43	0	43
	• Grossmont	14	0	
	• MiraCosta	17	0	
	• San Diego Mesa	8	0	
	• Southwestern	4	0	
09.0900	Public Relations, Advertising, and Applied Communication	0	9	9
	• National University	0	9	
52.0901	Hospitality Administration/Management, General	0	90	90
	• San Diego State University	0	90	
52.1401	Marketing/Marketing Management, General	0	131	131
	• National University	0	1	
	• Point Loma Nazarene University	0	18	
	• University of San Diego	0	112	
			Total	301

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for these occupations in San Diego County, with **666** annual openings and **301** awards. Comparatively, there are **8,377** annual openings in California and **2,800** awards, demonstrating that there is a supply gap across the state⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Over supply
San Diego	666	301	365
California	8,377	2,800	5,577

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

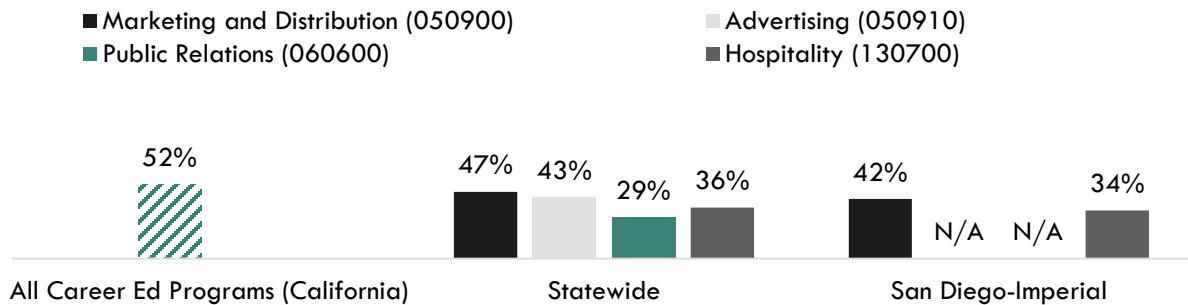
⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

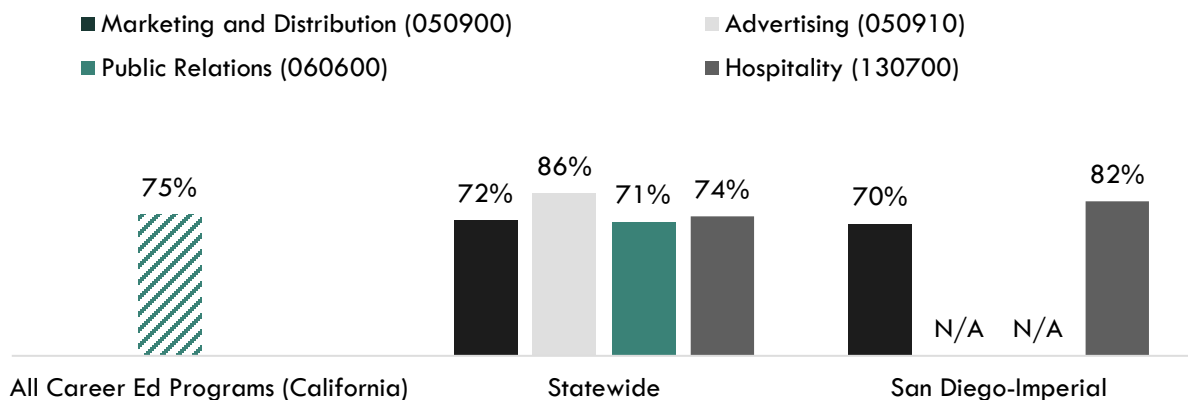
According to the California Community Colleges LaunchBoard, between 34 to 42 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Advertising and Marketing Occupations*, compared to 29 to 47 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 7a).¹⁰

Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2016-17¹¹



According to the California Community Colleges LaunchBoard, between 70 to 82 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 71 to 86 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).¹²

Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2015-16¹³



¹⁰ California Community Colleges Strong Workforce Program,¹¹ California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹¹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

¹² California Community Colleges Strong Workforce Program,¹³ California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Top Employers and Work Locations

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for these occupations were [Thermo Fisher Scientific](#), [Anthem Blue Cross](#), [Illumina](#), [University of California San Diego](#), and [Intuit](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Advertising and Marketing Occupations¹⁴

Top Employers	
<ul style="list-style-type: none"> • Thermo Fisher Scientific Inc. • Anthem Blue Cross • Illumina Inc. • University of California San Diego • Intuit 	<ul style="list-style-type: none"> • Marriott International Inc. • Qualcomm • Teradata Operations, Inc. • Becton Dickinson • NuVasive Inc.

Skills, Education, and Certifications

Aside from Gaming Managers, *Advertising and Marketing Occupations* have a national educational requirement of a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for Advertising and Marketing Occupations¹⁵

Occupational Title	Typical Entry-Level Education
Advertising and Promotions Managers	Bachelor's degree
Marketing Managers	Bachelor's degree
Public Relations and Fundraising Managers	Bachelor's degree
Meeting, Convention, and Event Planners	Bachelor's degree
Gaming Managers	High school diploma or equivalent

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Advertising and Marketing Occupations* is also a [bachelor's degree](#) (Exhibit 9b).¹⁶

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

¹⁵ EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Exhibit 9b: Educational Requirements for Advertising and Marketing Occupations in San Diego County¹⁷



*May not add to 100% due to rounding

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

Exhibit 10: Top Skills for Advertising and Marketing Occupations in San Diego County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Product Management • Budgeting • Marketing • Project Management • Social Media 	<ul style="list-style-type: none"> • Communication Skills • Teamwork / Collaboration • Planning • Creativity • Writing 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Salesforce • Software as a Service

¹⁷ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://www.bls.gov/emp/tables/educational-attainment.htm).

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

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Important Disclaimers

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. This study examines the most recent data available at the time of the analysis; 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 the report 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.