

Marketing Specialist Occupations Labor Market Information Report College of San Mateo

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
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Recommendation

Based on all available data, there appears to be a significant undersupply of Marketing Specialist workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 8,990 students in the Bay region and 3,540 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0509.00 - Marketing and Distribution 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 College of San Mateo and in the region.

Introduction

This report profiles Marketing Specialist Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at College of San Mateo.

- **Market Research Analysts and Marketing Specialists (SOC 13-1161):** Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 14%
- **Sales Managers (SOC 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.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 22%
- **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.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 22%

- **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 give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

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 Specialist Occupations in Bay Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Market Research Analysts and Marketing Specialists	38,559	44,533	5,974	15%	25,484	5,097	\$20.63	\$40.24
Sales Managers	21,437	22,800	1,362	6%	10,507	2,101	\$25.17	\$62.81
Marketing Managers	16,196	17,673	1,477	9%	8,469	1,694	\$45.08	\$79.63
Advertising and Promotions Managers	1,360	1,443	83	6%	799	160	\$32.27	\$53.84
Total	77,552	86,449	8,896	11%	45,259	9,052	\$27.19	\$54.95

Source: EMSI 2019.1

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 Specialist Occupations in Mid-Peninsula Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Market Research Analysts and Marketing Specialists	15,291	18,043	2,753	18%	10,554	2,111	\$25.66	\$41.02
Sales Managers	6,245	6,880	635	10%	3,330	666	\$29.89	\$66.62
Marketing Managers	6,315	7,044	729	12%	3,471	694	\$47.51	\$79.27
Advertising and Promotions Managers	774	819	45	6%	451	90	\$32.51	\$55.08
TOTAL	28,625	32,786	4,162	15%	17,806	3,561	\$31.59	\$55.42

Source: EMSI 2019.1

Mid-Peninsula Sub-Region includes San Francisco and San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (March 2018 - Feb 2019)

Occupation	Bay Region	Mid-Peninsula
Marketing Managers (11-2021.00)	35,561	16,150
Sales Managers (11-2022.00)	19,235	7,681
Market Research Analysts and Marketing Specialists (13-1161.00)	13,321	5,602
Advertising and Promotions Managers (11-2011.00)	337	165
Green Marketers (11-2011.01)	51	21
Total	68,505	29,619

Source: Burning Glass

Table 4. Top Job Titles for Marketing Specialist Occupations for latest 12 months (March 2018 - Feb 2019)

Common Title	Bay	Mid-Peninsula	Common Title	Bay	Mid-Peninsula
Marketing Manager	4,752	3,037	Territory Manager	469	226
Product Manager	2,329	1,469	Social Media Manager	420	300
Sales Manager	2,217	1,110	Marketing Assistant	408	176
Product Marketing Manager	1,866	1,209	Regional Manager	356	215
Director of Marketing	1,392	892	Sales Operations Analyst	352	192
Senior Product Manager	1,127	778	Development Associate	296	226
Director of Sales	1,119	693	Territory Sales Manager	251	113
Marketing Specialist	1,073	451	Shopper	249	52
Marketing Associate	1,006	611	Director, Product Management	242	154
Marketing Coordinator	911	495	Technical Product Manager	238	143
Business Development Manager	780	440	District Manager	237	98
Regional Sales Manager	551	312	Business Development Executive	214	126
Digital Marketing Manager	534	376	Development Manager	201	87
Marketing Analyst	497	321	Marketing Operations Manager	201	137

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Marketing Specialist Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Internet Publishing and Broadcasting and Web Search Portals (519130)	6,688	7,087	41%	9.0%
Corporate, Subsidiary, and Regional Managing Offices (551114)	5,382	5,670	12%	7.2%
Custom Computer Programming Services (541511)	4,229	4,325	16%	5.5%
Electronic Computer Manufacturing (334111)	3,674	3,796	10%	4.8%
Software Publishers (511210)	3,412	3,594	24%	4.6%
Administrative Management and General Management Consulting Services (541611)	2,432	2,556	26%	3.2%
Computer Systems Design Services (541512)	2,516	2,520	12%	3.2%
Other Scientific and Technical Consulting Services (541690)	1,947	1,888	(6%)	2.4%
Data Processing, Hosting, and Related Services (518210)	1,343	1,450	37%	1.8%
Marketing Consulting Services (541613)	1,189	1,238	24%	1.6%
Advertising Agencies (541810)	1,121	1,123	3%	1.4%
New Car Dealers (441110)	1,009	1,022	9%	1.3%
Electronic Shopping and Mail-Order Houses (454110)	974	1,013	25%	1.3%
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430)	1,018	986	(7%)	1.3%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715)	932	977	(2%)	1.2%
Semiconductor and Related Device Manufacturing (334413)	826	823	(6%)	1.0%

Source: EMSI 2019.1

Table 6. Top Employers Posting Marketing Specialist Occupations in Bay Region and Mid-Peninsula Sub-Region (March 2018 - Feb 2019)

Employer	Bay	Employer	Bay	Employer	Mid-Peninsula
Google Inc.	1,180	IBM	206	Facebook	745
Facebook	1,076	eBay	204	Salesforce	465
Salesforce	670	Visa	201	Walmart / Sam's	355
Walmart / Sam's	607	Accenture	186	Uber	260
Cisco Systems Inc	558	Dell	156	Gap Inc.	236
Amazon	431	Twitter	156	Google Inc.	187
Uber	378	Hewlett-Packard	153	Oracle	175
Apple Inc.	375	Intel Corporation	152	Deloitte	159
Gap Inc.	347	Williams-Sonoma	139	Linkedin Limited	158
Vmware Incorporated	316	Gilead Sciences	134	Amazon	150
Intuit	310	Autodesk Incorporated	133	Wells Fargo	136
Instacart	304	JP Morgan Chase Company	133	Visa	125
Adobe Systems	303	Kaiser Permanente	131	Twitter	112
Linkedin Limited	298	Palo Alto Networks	129	Williams-Sonoma	110
Wells Fargo	277	Accel	126	Gilead Sciences	104
Paypal	269	Redpoint Ventures	123	Autodesk Incorporated	89
Servicenow	264	Safeguard Scientifics Incorporated	121	Accenture	87
Deloitte	259	DocuSign	117	Sephora	85
Oracle	256	Splunk	117	DocuSign	78
Workday, Inc	224	Sephora	114	Adobe Systems	75
Shipt	212	Genentech	110	Genentech	75

Source: Burning Glass

Educational Supply

There are 10 community colleges in the Bay Region issuing 62 awards on average annually (last 3 years) on TOP 0509.00 - Marketing and Distribution. There are two colleges in the Mid-Peninsula Sub-Region issuing 21 awards on average annually (last 3 years) on this TOP code.

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

College	Sub-Region	Headcount	Associates	Certificates	Total
Cañada College	Mid Peninsula	58			
Chabot College	East Bay	189	3	5	8
City College of San Francisco	Mid Peninsula	231	4	10	14
College of Marin	North Bay	13			
College of San Mateo	Mid Peninsula	n/a	3	4	7
De Anza College	Silicon Valley	551	8	8	16
Diablo Valley College	East Bay	199		5	5
Gavilan College	Santa Cruz - Monterey	17			
Laney College	East Bay	18	1	1	2
Las Positas College	East Bay	232	1		1
Merritt College	East Bay	74			
Mission College	Silicon Valley	32			
Monterey Peninsula College	Santa Cruz - Monterey	49			
Napa Valley College	North Bay	57			
Ohlone College	East Bay	515			
San Jose City College	Silicon Valley	43	2	3	5
Santa Rosa Junior College	North Bay	207			
Skyline College	Mid Peninsula	19			
Solano College	North Bay	30	1	1	2

West Valley College	Silicon Valley	66	1	1
Total Bay Region		2,600	24	38
Total Mid-Peninsula Sub-Region		308	7	21

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 9,052 annual openings for the Marketing Specialist occupational cluster and 62 annual (3-year average) awards for an annual undersupply of 8,990 students. In the Mid-Peninsula Sub-Region, there is also a gap with 3,561 annual openings and 21 annual (3-year average) awards for an annual undersupply of 3,540 students.

Student Outcomes

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

2015-16	Bay (All CTE Programs)	College of San Mateo (All CTE Programs)	State (0509.00)	Bay (0509.00)	Mid- Peninsula (0509.00)	College of San Mateo (0509.00)
% Employed Four Quarters After Exit	74%	73%	61%	67%	63%	n/a
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$24,257	\$8,057	\$9,259	\$10,305	n/a
Median % Change in Earnings	46%	57%	51%	58%	19%	n/a
% of Students Earning a Living Wage	63%	57%	50%	51%	69%	n/a

Source: Launchboard Pipeline (version available on 3/22/19)

Skills, Certifications and Education

Table 9. Top Skills for Marketing Specialist Occupations in Bay Region (March 2018 - Feb 2019)

Skill	Postings	Skill	Postings	Skill	Postings
Marketing	19,191	Marketing Management	6,084	Description and Demonstration of Products	2,905
Product Management	19,173	Digital Marketing	6,061	Data Analysis	2,888
Sales	16,814	Key Performance Indicators	5,921	Prospective Clients	2,759
Project Management	11,997	Product Sales	5,394	Stakeholder Management	2,741
Budgeting	11,101	Market Research	4,209	Market Planning	2,702
Business Development	10,461	SQL	4,179	Marketing Programs	2,689
Product Marketing	10,346	Scheduling	4,147	Retail Industry Knowledge	2,641
Social Media	8,773	Facebook	4,072	Adobe Photoshop	2,625
Product Development	8,139	Customer Contact	4,005	Account Management	2,606
Salesforce	7,885	Sales Goals	3,960	Strategic Planning	2,590
Customer Service	7,254	E-Commerce	3,885	Data Science	2,549
Market Strategy	7,135	Competitive Analysis	3,868	Business Acumen	2,535
Sales Management	6,820	Thought Leadership	3,727	Content Management	2,530
Business-to-Business	6,493	Articulating Value Propositions	3,272	Google Analytics	2,523
Software as a Service	6,488	Business Planning	3,225	Experiments	2,519

Source: Burning Glass

Table 10. Certifications for Marketing Specialist Occupations in the Bay Region (March 2018 - Feb 2019)

Note: 84% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Driver's License	2,108	Life Insurance License	28
Project Management Certification	430	Agile Certification	27
Project Management Professional (PMP)	236	Certified Information Systems Auditor	25
Real Estate Certification	213	Chartered Financial Analyst (CFA)	24
Certified Public Accountant (CPA)	112	Food Handler Certification	24
Series 7	111	Master Project Management	24
IT Infrastructure Library (ITIL) Certification	109	Certified Professional in Supply Management (CPSM)	23
Google AdWords Training	56	Marketing Automation Certification	22
Insurance License	56	Life and Health Insurance License	21
Certified Information Systems Security Professional	54	Chartered Advisor For Senior Living	20
Certified ScrumMaster (CSM)	54	Leadership In Energy And Environmental Design (LEED) Certified	20
Certified Salesforce Administrator	53	American Production and Inventory Control Society (APICS) Certification	19
Insurance Agent Certification	49	Food Service Certification	19
Security Clearance	47	Program Management Professional	19
Investment Advisor	37	Certified Information Privacy Professional	18
Certified Energy Manager	35	ITIL Certification	18
Certified Treasury Professional (CTP)	33	Series 65	18
Six Sigma Certification	33	American Institute of Certified Planners	17
Cisco Certified Internetwork Expert (CCIE)	32	Certified Information Security Manager	16
Certified Financial Planner (CFP)	31	Certified Supply Chain Professional (CSCP)	16
Series 6	29	Chartered Property Casualty Underwriter	16

Source: Burning Glass

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

Note: 52% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings
High school or vocational training	1,394 (3%)
Associate Degree	635 (2%)
Bachelor's Degree or Higher	39,581 (95%)

Source: Burning Glass

Methodology

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

Sources

O*Net Online
 Labor Insight/Jobs (Burning Glass)
 Economic Modeling Specialists International (EMSI)
 CTE LaunchBoard www.calpassplus.org/Launchboard/
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset

Contacts

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