

Program Endorsement Brief: 0509.00/Marketing and Distribution
General Marketing Certificate of Achievement
General Marketing A.S. Degree
 Orange County Center of Excellence, August 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input 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 checked="" type="checkbox"/>	No	<input type="checkbox"/>
Education:	Yes <input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No	<input checked="" type="checkbox"/>

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data for six occupations related to marketing. This report details occupations relevant to general marketing programs, which typically inform students about marketing functions and tasks that facilitate the flow of goods and services to consumers and provides students with practical and applicable marketing skills. Marketing occupations typically require workers to obtain a bachelor’s degree or higher. To illuminate which occupations are immediately accessible to community college graduates, the marketing occupations have been divided into middle-skill and above middle-skill occupations. Middle-skill occupations typically accommodate community college graduates, while above middle-skill occupations typically require a four-year degree and/or prior work experience.

The occupations included in the **middle-skill** marketing occupation group are: Buyers and Purchasing Agents (13-1028) and Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012). The occupations in the **above middle-skill** marketing group are: Advertising and Promotions Managers (11-2021), Marketing Managers (11-2021), Sales Managers (11-2022), and Market Research Analysts and Marketing Specialists (13-1161).

Since each of these occupations contain a variety of job titles that range from entry-level to executive, this report also includes data for online job postings for five common marketing job titles along a typical marketing career path: Marketing Assistant, Marketing Coordinator, Marketing Specialist, Marketing Manager, and Marketing Director.

Based on the available data, there appears to be a supply gap for middle-skill marketing occupations in the region. Though the majority of job openings for these middle-skill marketing occupations in the LA/OC region typically require a high school diploma or equivalent, the educational attainment data indicates between 32.1% and 33.6% of workers in the field in the middle-skill marketing occupations have completed some college or an associate degree as their highest level of education. Furthermore, all the annual openings for these middle-skill marketing

occupations have entry-level wages above the living wage in Orange County. **Therefore, due to all the criteria being met, the COE endorses this proposed program.** Reasons include:

Demand:

- Over the next five years, there is projected to be **8,872 middle-skill marketing jobs available annually** in the LA/OC region due to retirements and workers leaving the field, **which is more than the 1,135 awards conferred annually** by educational institutions in the region.
- Within the LA/OC region, **78% of the annual job openings** for the middle-skill marketing occupations in this report **typically require a high school diploma or equivalent.**
 - However, the national-level educational attainment data indicates **between 32.1% and 31.3% of workers in the middle-skill occupations have completed some college or an associate degree** as their highest level of education.
- Within Orange County, **all the annual job openings** for these middle-skill marketing occupations have entry-level **wages above the county’s living wage** (\$17.36).¹

Supply:

- There are **24 community colleges** in the region that issue awards related to marketing and distribution, conferring an average of **216 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **919 awards conferred annually** in related training programs by **9 non-community college institutions** throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the middle-skill group of marketing occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 5% through 2024. However, there will be nearly 8,900 job openings per year through 2024 due to retirements and workers leaving the field.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties²

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	63,048	59,753	(3,295)	(5%)	6,381
Orange	24,334	23,638	(696)	(3%)	2,491
Total	87,382	83,392	(3,990)	(5%)	8,872

Exhibit 2 shows the five-year occupational demand projections for the above middle-skill group of marketing occupations. In Los Angeles/Orange County, the number of jobs related to these

¹ Living wage data was pulled from California Family Needs Calculator on 7/31/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

occupations is projected to increase by 4% through 2024. There will be more than 8,800 job openings per year through 2024 due to retirements and workers leaving the field.

Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	58,846	61,178	2,332	4%	6,225
Orange	24,036	25,226	1,190	5%	2,584
Total	82,882	86,404	3,522	4%	8,809

This report includes employment projection data by Emsi which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Wages

The labor market endorsement in this report considers the entry-level hourly wages for all of the marketing occupations (middle-skill and above middle-skill) in Orange County as they relate to the county’s living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Orange County—All of the annual openings for these marketing occupations have typical entry-level wages above the California Family Needs Calculator hourly wage (living wage) for one adult (\$17.36 in Orange County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$19.13 and \$31.71. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$21.96 and \$42.65.

Experienced workers in all five occupations can expect to earn wages between \$41.55 and \$88.22, which are higher than the living wage estimate. Orange County’s average wages are below the average statewide wage of \$44.88 for these occupations.

Los Angeles County—All of the annual openings for these marketing occupations have entry-level wages above the living wage for one adult (\$15.04 in Los Angeles County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$17.54 and \$23.31. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$22.66 and \$43.25. Experienced workers in all five occupations can expect to earn wages between \$40.92 and \$90.28, which are higher than the living wage estimate. Los Angeles County’s average wages are below the average statewide wage of \$44.88 for these occupations.

Employer Job Postings

Exhibit 3 shows a typical career path for marketing workers. While there are exceptions to this career progression and different entry points for workers based on education and experience, these titles are commonly used by employers in online job postings. Marketing Assistant is the typical entry-level title and workers following this career trajectory could work their way up to Marketing Director.

Exhibit 3: Typical marketing career path



Though these job titles are commonly used by employers, there is not a Standard Occupational Classification (SOC) code for each title. Exhibit 4 shows which occupations these job titles are categorized under using O*NET's "Sample of Reported Job Titles" and "Alternate Titles" files.³ It is important to note that job titles are categorized into occupations based on the tasks and work activities for workers in those titles, so the same title can be listed under multiple occupations.

Exhibit 4: Crosswalk of marketing job titles to occupations

Job Title	Occupation (SOC)
Marketing Assistant	Marketing Managers (11-1021)
	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Coordinator	Marketing Managers (11-1021)
	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Specialist	Market Research Analysts and Marketing Specialists (13-1161)
Marketing Manager	Advertising and Promotions Managers (11-2011)
	Marketing Managers (11-1021)
Marketing Director	Advertising and Promotions Managers (11-2011)
	Marketing Managers (11-1021)
	Sales Managers (11-2022)

To better understand the different education levels and skills requested for these titles, this report analyzes online job postings that included these titles throughout the region over the past 12 months. During this time period, there were 14,724 job postings for these positions. Of these 14,724 postings, 6,579 (45%) were for Marketing Manager. Exhibit 5 shows the number of job

³ <https://www.onetcenter.org/database.html#individual-files>

postings for each title. The top employers in the region, by number of job postings, were Disney (116), Live Nation Worldwide (71) and Time Warner (65).

Exhibit 5: Top job titles in online job postings

Job Title	# of postings
Marketing Manager	6,579
Marketing Coordinator	2,544
Marketing Specialist	2,504
Marketing Assistant	1,563
Marketing Director	1,534

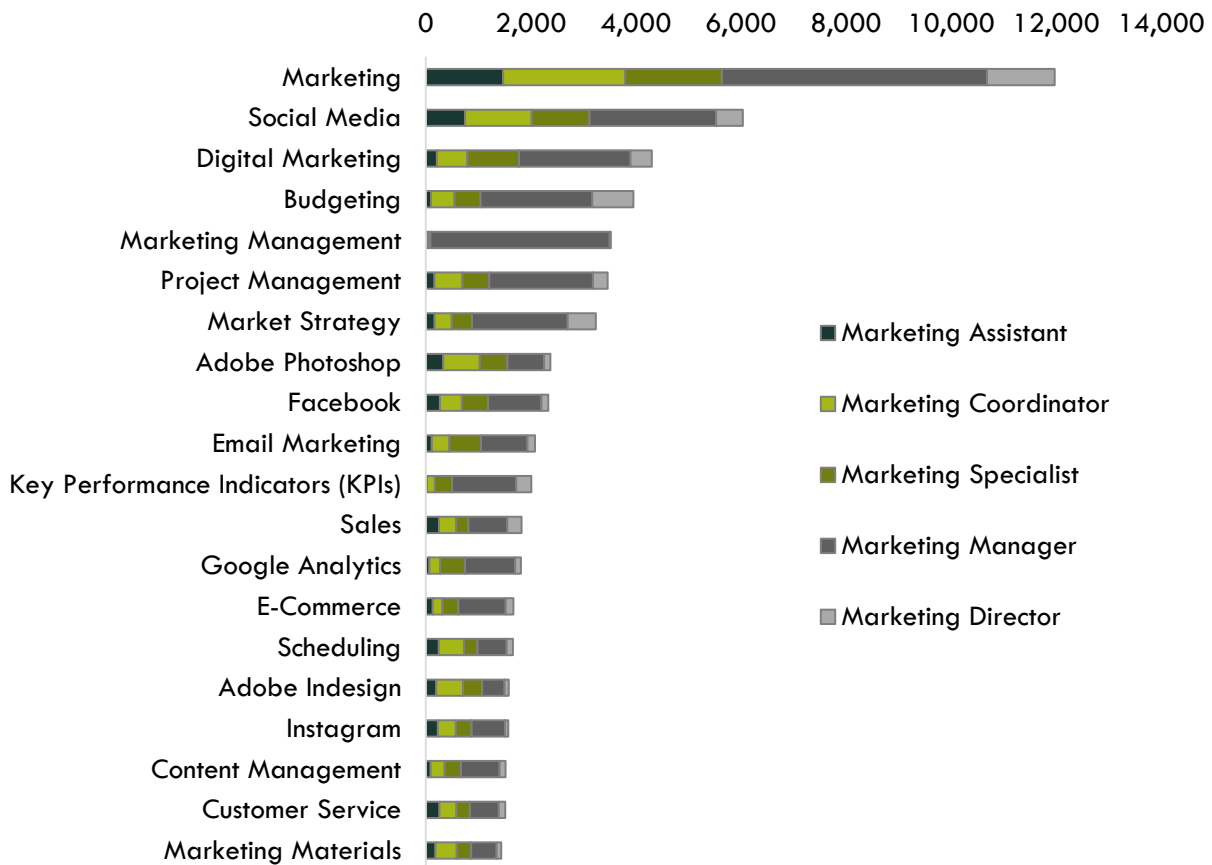
Advertised Wages— Exhibit 6 shows the range of advertised hourly wages for each job title. It is important to note that these are *advertised* wages and actual compensation will vary based on individual employer salary practices, education, and experience.

Exhibit 6: Advertised wages in online job postings

Job Title	Advertised Entry-Level Hourly Wages (25 th Percentile)	Advertised Median Hourly Wages	Advertised Experienced Hourly Wages (75 th Percentile)
Marketing Assistant	\$15.89	\$17.77	\$20.24
Marketing Coordinator	\$18.38	\$20.69	\$23.95
Marketing Specialist	\$21.05	\$24.81	\$29.53
Marketing Manager	\$29.76	\$36.26	\$43.46
Marketing Director	\$31.51	\$44.01	\$56.37

Skills— There are several skills that employers request across all marketing job titles reviewed in this report. Some skills, such as marketing, social media, and digital marketing, requested in postings for the higher-level Marketing Manager and Marketing Director positions are also requested in postings for Marketing Assistant, Marketing Coordinator, and Marketing Specialist positions. Other skills, such as administrative support, scheduling and marketing materials, are requested often in postings for Marketing Assistant and Marketing Coordinator, but not very often for other three job titles. The top skills for Marketing Assistants were marketing, social media, Adobe Photoshop, administrative support, Facebook, and customer service. Exhibit 7, shows the top 20 requested skills in online job postings across all job titles.

Exhibit 7: Top skills listed in online job postings (n=14,724)



Education Levels— Of the 14,724 job postings, 8,949 (61%) listed a minimum education requirement. Of these 8,949 postings, 94% requested a bachelor’s degree. The job title that had the highest percentage of jobs requesting a high school diploma, vocational training, or an associate degree was Marketing Assistant (14%), followed by Marketing Coordinator (7%). Exhibit 8 shows the minimum education requirement listed in job postings for each job title.

Exhibit 8: Requested education level in online job postings

Job Title	# of postings with minimum education requirement	High school diploma or vocational training	Associate degree	Bachelor’s degree
Marketing Assistant	688	3%	11%	86%
Marketing Coordinator	1,423	1%	6%	93%
Marketing Specialist	1,564	1%	5%	94%
Marketing Manager	4,222	3%	1%	96%
Marketing Director	1,052	1%	4%	95%
Total	8,949	2%	3%	94%

Educational Attainment—The Bureau of Labor Statistics (BLS) lists the following typical entry-level education for these marketing occupations:

- Bachelor's degree: Advertising and Promotions Managers; Marketing Managers; Sales Managers; Buyers and Purchasing Agents; and Market Research Analysts and Marketing Specialists
- High school diploma or equivalent: Sales Representatives, Wholesale and Manufacturing, except Technical and Scientific Products

In the LA/OC region, the majority of annual job openings (78%) for middle-skill marketing occupations typically require a high school diploma or equivalent. Furthermore, the national-level educational attainment data indicates between 32.1% and 33.6% of workers in the field in the middle-skill marketing occupations have completed some college or an associate degree as their highest level of education.

Educational Supply

Community College Supply—Exhibit 9, on the following page, shows the three-year average number of awards conferred by community colleges in the related TOP code: Marketing and Distribution (0509.00). Cumulatively, the 24 community colleges in the region with marketing programs and certificates have conferred an average of 216 awards annually over the past three years. The colleges with the most completions in the region were Orange Coast, LA Valley, and Santiago Canyon. Over the past 12 months, there was one other related program recommendation request from a regional community college.

Exhibit 9: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average	
0509.00	Marketing and Distribution	Cerritos	-	11	25	12	
		Compton	4	1	1	2	
		East LA	1	4	9	5	
		El Camino	18	13	14	15	
		Glendale	3	-	1	1	
		LA City	14	10	12	12	
		LA Harbor	2	-	-	1	
		LA Mission	1	2	-	1	
		LA Pierce	4	8	4	5	
		LA Trade-Tech	5	10	3	6	
		LA Valley	10	16	28	18	
		Long Beach	11	15	6	11	
		Mt San Antonio	5	3	5	4	
		Pasadena	-	-	3	1	
		Rio Hondo	5	8	2	5	
		Santa Monica	5	20	20	15	
		West LA	1	3	1	2	
		LA Subtotal		89	124	134	116
		Cypress	5	4	4	4	
		Fullerton	1		2	1	
		Golden West	1	3	2	2	
		Orange Coast	7	107	83	66	
		Saddleback	3	10	16	10	
		Santa Ana	1		3	1	
		Santiago Canyon	7	24	17	16	
		OC Subtotal		25	148	127	100
		Supply Subtotal/Average			114	272	261

Non-Community College Supply—Since some of these occupations typically require a bachelor’s degree, it is important to consider the supply from four-year and other institutions in the region that provide training programs for these marketing occupations. Exhibit 10 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Marketing and Distribution (52.1401). Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, other educational institutions in the region conferred an average of 919 awards annually in related training programs.

Exhibit 10: Regional non-community college awards, 2014-2017

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
52.1401	Marketing/ Marketing Management, General	California State University-Northridge	206	260	327	264
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	5	27	32	21
		Fremont College	-	1	5	2
		Loyola Marymount University	151	192	165	169
		Mount Saint Mary's University	6	6	21	11
		University of Phoenix-California	109	88	48	82
		University of Southern California	44	50	-	31
		Vanguard University of Southern California	7	23	11	14
		Woodbury University	8	14	11	11
Supply Total/Average			883	910	965	919

Appendix A: Occupational demand and wage data by county
Exhibit 11. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Buyers and Purchasing Agents (13-1028)	5,931	5,765	(166)	(3%)	577	\$23.80	\$31.71	\$41.57
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,402	17,873	(529)	(3%)	1,914	\$19.13	\$29.53	\$44.90
Middle-Skill Subtotal	24,334	23,638	(696)	(3%)	2,491			
Advertising and Promotions Managers (11-2011)	320	328	8	3%	32	\$37.76	\$51.82	\$67.88
Marketing Managers (11-2021)	3,921	4,078	157	4%	388	\$42.65	\$62.68	\$88.22
Sales Managers (11-2022)	8,781	8,847	66	1%	802	\$31.04	\$52.25	\$80.04
Market Research Analysts and Marketing Specialists (13-1161)	11,014	11,974	960	9%	1,361	\$21.96	\$29.64	\$41.55
Above Middle-Skill Subtotal	24,036	25,226	1,190	5%	2,584			
Total	48,369	48,865	496	1%	5,075			

Exhibit 12. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Buyers and Purchasing Agents (13-1028)	14,628	13,912	(716)	(5%)	1,407	\$23.31	\$31.16	\$40.92
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	48,420	45,842	(2,578)	(5%)	4,974	\$17.54	\$27.06	\$41.20

(41-4012)

Middle-Skill Subtotal	63,048	59,753	(3,295)	(5%)	6,381			
Advertising and Promotions Managers (11-2011)	1,085	1,139	54	5%	115	\$41.33	\$55.75	\$72.38
Marketing Managers (11-2021)	9,376	9,631	255	3%	898	\$43.25	\$63.92	\$90.28
Sales Managers (11-2022)	21,099	20,908	(191)	(1%)	1,880	\$30.64	\$51.59	\$79.09
Market Research Analysts and Marketing Specialists (13-1161)	27,286	29,500	2,214	8%	3,332	\$22.66	\$30.59	\$42.89
Above Middle-Skill Subtotal	58,846	61,178	2,332	4%	6,225			
Total	121,894	120,931	(963)	(1%)	12,606			

Exhibit 13. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Buyers and Purchasing Agents (13-1028)	20,559	19,676	(883)	(4%)	1,984
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	66,823	63,715	(3,108)	(5%)	6,888
Middle-Skill Subtotal	87,382	83,392	(3,990)	(5%)	8,872
Advertising and Promotions Managers (11-2011)	1,404	1,466	62	4%	148
Marketing Managers (11-2021)	13,297	13,709	412	3%	1,286
Sales Managers (11-2022)	29,880	29,755	(125)	(0%)	2,683
Market Research Analysts and Marketing Specialists (13-1161)	38,301	41,474	3,173	8%	4,693
Above Middle-Skill Subtotal	82,882	86,404	3,522	4%	8,809
Total	170,263	169,796	(467)	(0%)	17,681

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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