

Program Endorsement Brief: 0509.10/Advertising; 0509.40/Sales and Salesmanship
Advertising
Sales

Orange County Center of Excellence, January 2022

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" 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, 25 th)	Yes <input type="checkbox"/>	No <input checked="" 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 related to four middle-skill occupations: *first-line supervisors of retail sales workers* (41-1011), *advertising sales agents* (41-3011), *sales representatives, wholesale and manufacturing, except technical and scientific products* (41-4012) and *sales and related workers, all other* (41-9099). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data there appears to be a supply gap for these sales and advertising occupations in the region. Furthermore, while the occupations in this report typically require a high school diploma or equivalent, between 26.5% and 38.6% of workers in the field have completed some college or an associate degree as their highest level of education. However, entry-level wages are lower than the living wage in both Los Angeles and Orange counties. **Therefore, due some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **13,313 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 306 awards conferred annually** by educational institutions in the region.

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** –Within Orange County, **all annual job openings** for these advertising and sales occupations have **entry-level wages below the county’s living wage** (\$20.63/hour).²
- **Educational Criteria** –Within the LA/OC region, **all annual job openings** for occupations related to advertising and sales **typically require a high school diploma or equivalent**.
 - However, the national-level educational attainment data indicates **between 26.5% and 38.6% of workers in the field have completed some college or an associate degree** as their highest level of education.

Supply:

- There are **16 community colleges** in the LA/OC region that issue awards related to advertising and sales, conferring an average of **266 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **40 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **one four-year college throughout** the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these sales and advertising occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 7% through 2025. However, there will be more than 13,000 job openings per year through 2025 due to retirements and workers leaving the field

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.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	96,825	90,237	(6,588)	(7%)	9,759
Orange	35,347	33,131	(2,216)	(6%)	3,554
Total	132,172	123,369	(8,803)	(7%)	13,313

² Living wage data was pulled from California Family Needs Calculator on 1/10/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/family-needs-calculator/>.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these advertising and sales occupations 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 annual openings for advertising and sales occupations have entry-level wages below the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$14.69 and \$20.60. Experienced workers can expect to earn wages between \$25.21 and \$47.60, which are higher than the living wage estimate. Orange County's average wages are above the average statewide wage of \$29.99 for these occupations.

Los Angeles County: The majority (51%) of annual openings for advertising and sales occupations have entry-level wages below the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$15.06 and \$19.04. Experienced workers can expect to earn wages between \$26.23 and \$44.10, which are higher than the living wage estimate. Los Angeles County's average wages are below the average statewide wage of \$29.99 for these occupations.

Job Postings

There were 82,204 online job postings related to the advertising and sales occupations included in this report listed in the past 12 months. The highest number of job postings were for sales representatives, account representatives, account managers, and assistant store managers. The top skills were sales, customer service, retail industry knowledge, and sales goals. The top three employers, by number of job postings, in the region were Charter Communications, Nordstrom, and Anthem Blue Cross.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for all four occupations in this report. However, the national-level educational attainment data indicates between 26.5% and 38.6% of workers in the field have completed some college or an associate degree as their highest level of education. Of the 56% of advertising and sales job postings listing a minimum education requirement in Los Angeles/Orange County, 47.5% (21,761) requested high school or vocational training, 4.2% (1,924) requested an associate degree, and 47.3% (21,659) requested a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP Codes: Retail Store Operations and Management (0506.50), Advertising (0509.10), and Sales and Salesmanship (0509.40). The colleges with the most completions in the region are: Cerritos, Santa Monica, and Orange Coast.

Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
0506.50	Retail Sales and Management	Coastline	2	2	1	2
		Golden West	-	2	-	1
		Orange Coast	2	2	-	1
		Santa Ana	1	2	-	1
		OC Subtotal	5	8	1	5
		Cerritos	190	218	206	205
		Compton	-	1	-	0
		El Camino	-	3	2	2
		LA City	-	-	2	1
		LA Pierce	1	1	-	1
		LA Trade	1	4	1	2
		LA Valley	1	4	3	3
		Mt San Antonio	2	2	1	2
		Pasadena	2	-	1	1
		Rio Hondo	4	2	1	2
		LA Subtotal	201	235	217	218
		Supply Subtotal/Average			206	243
0509.10	Advertising	Orange Coast	2	1	3	2
		Santiago Canyon	25	-	1	9
		OC Subtotal	27	1	4	11
		Santa Monica	9	8	15	11
		LA Subtotal	9	8	15	11
Supply Subtotal/Average			36	9	19	21
0509.40	Sales and Salesmanship	Orange Coast	11	3	5	6
		Santa Ana	1	-	-	0
		OC Subtotal	12	3	5	7
		Santa Monica	16	13	19	16
		LA Subtotal	16	13	19	16
Supply Subtotal/Average			28	16	24	23
Supply Total/Average			270	268	261	266

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for advertising and sales. Exhibit 3 shows the annual and three-year average number of awards conferred by a single institution in the related Classification of Instructional Programs (CIP) Code: Advertising (09.0903). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, a single four-year college in the region (Pepperdine University) conferred an average of 40 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
09.0903	Advertising	Pepperdine University	42	43	34	40
Supply Total/Average			42	43	34	40

Appendix A: Occupational demand and wage data by county

Exhibit 4. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
First-Line Supervisors of Retail Sales Workers (41-1011)	13,146	12,432	(714)	(5%)	1,342	\$14.69	\$18.39	\$25.21
Advertising Sales Agents (41-3011)	763	626	(136)	(18%)	86	\$16.47	\$25.16	\$37.83
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	17,719	16,547	(1,172)	(7%)	1,664	\$20.60	\$31.17	\$47.60
Sales and Related Workers, All Other (41-9099)	3,720	3,526	(194)	(5%)	462	\$15.01	\$19.52	\$28.08
Total	35,347	33,131	(2,216)	(6%)	3,554			

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
First-Line Supervisors of Retail Sales Workers (41-1011)	37,995	35,991	(2,004)	(5%)	3,880	\$15.09	\$19.10	\$26.23
Advertising Sales Agents (41-3011)	3,872	3,874	2	0%	491	\$18.29	\$27.41	\$40.40
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	45,869	41,689	(4,181)	(9%)	4,253	\$19.04	\$28.83	\$44.10
Sales and Related Workers, All Other (41-9099)	9,089	8,684	(405)	(4%)	1,135	\$15.06	\$19.65	\$28.45
Total	96,825	90,237	(6,588)	(7%)	9,759			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
First-Line Supervisors of Retail Sales Workers (41-1011)	51,140	48,423	(2,718)	(5%)	5,222
Advertising Sales Agents (41-3011)	4,635	4,501	(134)	(3%)	577
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	63,588	58,236	(5,353)	(8%)	5,917
Sales and Related Workers, All Other (41-9099)	12,809	12,210	(599)	(5%)	1,597
Total	132,172	123,369	(8,803)	(7%)	13,313

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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