

Program Endorsement Brief: 0509.00/Marketing and Distribution

Entry-Level Marketing

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 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 31.3% and 34.3% of workers 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 **7,615 middle-skill marketing jobs available annually** in the LA/OC region due to retirements and workers leaving the field, **which is more than the 1,017 awards conferred annually** by educational institutions in the region.
- Within Orange County, **the majority (77%) of annual job openings** for these middle-skill marketing occupations have **entry-level wages below the county's living wage** (\$20.63).¹
- Within the LA/OC region, **78% of annual openings** for the middle-skill marketing occupations in this report **typically a high school diploma or equivalent**.
 - However, the national-level educational attainment data indicates **between 31.3% and 34.3% of workers in the middle-skill occupations have completed some college or an associate degree** as their highest level of education.

Supply:

- There are **23 community colleges** in the region that issue awards related to marketing and distribution, conferring an average of **264 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **753 awards conferred annually** in related training programs by **10 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 8% through 2025. However, there will be more than 7,600 job openings per year through 2025 due to retirements and workers leaving the field.

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

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	58,913	53,863	(5,050)	(9%)	5,460
Orange	22,997	21,515	(1,481)	(6%)	2,155
Total	81,910	75,378	(6,532)	(8%)	7,615

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 occupations is projected to increase by 2% through 2025. There will be more than 7,700 job openings per year through 2025 due to retirements and workers leaving the field.

¹ Living wage data was pulled from California Family Needs Calculator on 1/10/22. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/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.

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

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	56,993	57,967	974	2%	5,523
Orange	23,380	23,661	281	1%	2,102
Total	80,374	81,629	1,255	2%	7,747

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 the middle-skill group of 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—The majority (77%) of annual openings for the middle-skill group of 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 \$20.60 and \$25.51. Experienced workers can expect to earn wages between \$45.31 and \$47.60, which are higher than the living wage estimate. Orange County's average wages for these middle-skill occupations are above the statewide wage of \$36.68 for these occupations.

All annual openings for the above middle-skill occupations have entry-level wages above the living wage for one adult in Orange County (\$20.63). Typical entry-level hourly wages are in a range between \$23.40 and \$46.31. Experienced workers in these occupations can expect to earn wages between \$42.69 and \$92.45, which are higher than the living wage estimate. Orange County's average wages for the middle-skill occupations are below the average statewide wage of \$55.77 for these occupations.

Los Angeles County— All annual openings for the middle-skill group of occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$19.04 and \$24.75. Experienced workers can expect to earn wages between \$44.10 and \$44.27, which are higher than the living wage estimate. Los Angeles County's average wages are below the average statewide wage of \$36.68 for these occupations.

All annual openings for the above middle-skill group of occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). For the above middle-skill

occupations, typical entry-level hourly wages are in a range between \$24.11 and \$47.30. Experienced workers can expect to earn wages between \$44.01 and \$94.12, which are higher than the living wage estimate. Los Angeles County's average wages are below the average statewide wage of \$55.77 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

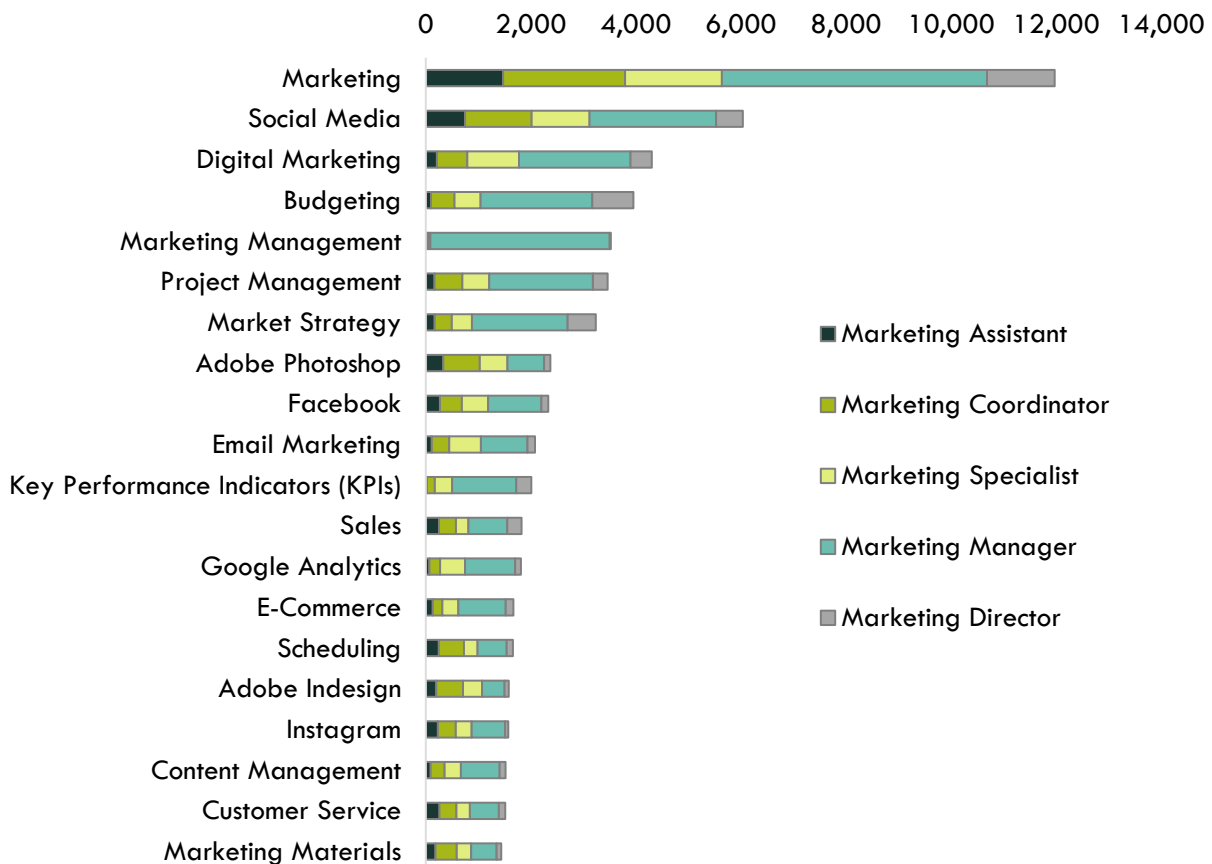
Advertised Wages— Exhibit 6 shows the range of advertised hourly wages for each job title. It is important to note that these are *advertised* wages and actual compensation will vary based on individual employer salary practices, education, and experience.

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 31.3% and 34.3% of workers 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 264 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 were two other related program recommendation request from a regional community college.

Exhibit 9: 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
0509.00	Marketing and Distribution	Cypress	4	4	5	4
		Fullerton	-	2	4	2
		Golden West	3	2	6	4
		Orange Coast	107	83	69	86
		Saddleback	10	16	27	18
		Santa Ana	-	3	-	1
		Santiago Canyon	24	17	18	20
		OC Subtotal	148	127	129	135
		Cerritos	11	25	18	18
		Compton	1	1	-	1
		East LA	4	9	5	6
		El Camino	13	14	6	11
		Glendale	-	1	1	1
		LA City	10	12	15	12
		LA Mission	2	-	-	1

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
		LA Pierce	8	4	8	7
		LA Trade	10	3	3	5
		LA Valley	16	28	19	21
		Long Beach	15	6	5	9
		Mt San Antonio	3	5	5	4
		Pasadena	-	3	6	3
		Rio Hondo	8	2	9	6
		Santa Monica	20	20	28	23
		West LA	3	1	1	2
		LA Subtotal	124	134	129	129
		Supply Subtotal/Average	272	261	258	264

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 2016 to 2019. Between 2016 and 2019, other educational institutions in the region conferred an average of 753 awards annually in related training programs.

Exhibit 10: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
52.1401	Marketing/ Marketing Management, General	California State University-Northridge	327	377	395	366
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	32	70	68	57
		Fremont College	5	3	4	4
		Loyola Marymount University	165	184	132	160
		Mount Saint Mary's University	21	22	10	18
		University of Phoenix-California	53	57	32	47
		University of Southern California	66	80	87	78
		Vanguard University of Southern California	11	7	9	9

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Westcliff University	-	-	1	0
		Woodbury University	11	14	17	14
Supply Total/Average			691	814	755	753

Appendix A: Occupational demand and wage data by county

Exhibit 11. 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)
Buyers and Purchasing Agents (13-1028)	5,277	4,968	(309)	(6%)	491	\$25.51	\$34.24	\$45.31
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
Middle-Skill Subtotal	22,997	21,515	(1,481)	(6%)	2,155			
Advertising and Promotions Managers (11-2011)	281	260	(22)	(8%)	26	\$43.74	\$60.97	\$77.69
Marketing Managers (11-2021)	4,573	4,591	18	0%	384	\$46.31	\$68.11	\$92.45
Sales Managers (11-2022)	8,059	7,757	(302)	(4%)	658	\$37.78	\$60.78	\$84.86
Market Research Analysts and Marketing Specialists (13-1161)	10,467	11,054	587	6%	1,157	\$23.40	\$31.13	\$42.69
Above Middle-Skill Subtotal	23,380	23,661	281	1%	2,225			
Total	46,377	45,177	(1,200)	(3%)	4,380			

Exhibit 12. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry- Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Buyers and Purchasing Agents (13-1028)	13,044	12,174	(870)	(7%)	1,207	\$24.75	\$33.38	\$44.27
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
Middle-Skill Subtotal	58,913	53,863	(5,050)	(9%)	5,460			
Advertising and Promotions Managers (11-2011)	969	999	30	3%	99	\$47.30	\$64.92	\$81.55
Marketing Managers (11-2021)	10,975	11,078	102	1%	935	\$46.66	\$69.03	\$94.12
Sales Managers (11-2022)	19,113	18,211	(902)	(5%)	1,553	\$37.19	\$59.93	\$83.79
Market Research Analysts and Marketing Specialists (13-1161)	25,937	27,680	1,743	7%	2,935	\$24.11	\$32.09	\$44.01
Above Middle-Skill Subtotal	56,993	57,967	974	2%	5,523			
Total	115,906	111,830	(4,076)	(4%)	10,983			

Exhibit 13. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Buyers and Purchasing Agents (13-1028)	18,321	17,143	(1,179)	(6%)	1,698
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	63,588	58,236	(5,353)	(8%)	5,917
Middle-Skill Subtotal	81,910	75,378	(6,532)	(8%)	7,615

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Advertising and Promotions Managers (11-2011)	1,250	1,258	8	1%	125
Marketing Managers (11-2021)	15,548	15,669	120	1%	1,319
Sales Managers (11-2022)	27,172	25,968	(1,204)	(4%)	2,211
Market Research Analysts and Marketing Specialists (13-1161)	36,404	38,734	2,330	6%	4,092
Above Middle-Skill Subtotal	82,882	86,404	3,522	2%	7,747
Total	162,283	157,007	(5,276)	(3%)	15,363

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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