



Labor Market Analysis for Program Recommendation

Digital Media Marketing Occupations

Mission College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
May 2022

Recommendation

Based on all available data, there appears to be an “undersupply” of Digital Media Marketing workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 7,584 students in the Bay region and 2,481 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0614.00 Digital Media programs 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 Mission College and in the region.

This report profiles Digital Media Marketing Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Mission College.

- **Advertising and Promotions Managers (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: 17%
- **Marketing Managers (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: 15%
- **Market Research Analysts and Marketing Specialists (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: 15%

- **Graphic Designers (27-1024):** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

Occupational Demand

Table 1. Employment Outlook for Digital Media Marketing Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Advertising and Promotions Managers	744	768	23	3%	400	80	\$53	\$72
Marketing Managers	19,338	20,484	1,145	6%	9,427	1,885	\$68	\$90
Market Research Analysts and Marketing Specialists	36,514	41,339	4,824	13%	23,633	4,727	\$31	\$45
Graphic Designers	10,230	10,292	62	1%	4,917	983	\$22	\$33
Total	66,826	72,883	6,056	9%	38,376	7,675		

Source: EMSI 2021.4

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 Digital Media Marketing Occupations in Silicon Valley Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Advertising and Promotions Managers	78	91	12	17%	55	11	\$50	\$69
Marketing Managers	7,123	7,498	375	5%	3,416	683	\$73	\$95
Market Research Analysts and Marketing Specialists	11,817	13,432	1,614	14%	7,720	1,544	\$36	\$53
Graphic Designers	2,501	2,583	82	3%	1,268	254	\$24	\$34
Total	21,519	23,605	6,056	10%	12,459	2,492		

Source: EMSI 2021.4

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in Bay Region and Silicon Valley Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)

Occupation	Bay Region	Silicon Valley
Marketing Managers	41,614	13,264
Market Research Analysts and Marketing Specialists	12,653	3,482

Occupation	Bay Region	Silicon Valley
Graphic Designers	3,355	1,123
Advertising and Promotions Managers	272	83
Green Marketers	51	11

Source: Burning Glass

**Table 4a. Top Job Titles for Digital Media Marketing Occupations for latest 12 months (Apr 2021 - Mar 2022)
Bay Region**

Title	Bay	Title	Bay
Product Manager	1,666	Technical Sourcer	269
Senior Product Manager	845	Marketing Associate	251
Marketing Manager	771	Visual Designer	228
Product Marketing Manager	746	Marketing Assistant	221
Graphic Designer	626	Sales Operations Analyst	201
Marketing Coordinator	554	Marketing Operations Manager	200
Marketing Specialist	303	Director Of Marketing	193
Digital Marketing Manager	300	Technical Product Manager	193
Social Media Manager	278	Digital Marketing Specialist	192

Source: Burning Glass

**Table 4b. Top Job Titles for Digital Media Marketing Occupations for latest 12 months (Apr 2021 - Mar 2022)
Silicon Valley Sub-Region**

Title	Silicon Valley	Title	Silicon Valley
Product Manager	529	Digital Marketing Manager	75
Senior Product Manager	237	Technical Product Manager	75
Marketing Manager	195	Visual Designer	70
Product Marketing Manager	191	Ux/Visual Designer III	69
Graphic Designer	148	Director, Product Management	68
Marketing Specialist	107	Marketing Assistant	64
Sales Operations Analyst	99	Principal Product Manager	61
Marketing Coordinator	91	Social Media Manager	52
Technical Sourcer	76	Digital Marketing Specialist	51

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Digital Media Marketing Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Internet Publishing and Broadcasting and Web Search Portals	8,693	2,523	13%	8%
Software Publishers	4,123	878	6%	6%
Custom Computer Programming Services	3,645	706	5%	3%
Corporate, Subsidiary, and Regional Managing Offices	3,792	-272	6%	5%
Administrative Management and General Management Consulting Services	2,419	541	4%	8%
Computer Systems Design Services	1,973	244	3%	3%
Data Processing, Hosting, and Related Services	1,576	340	2%	5%
Electronic Computer Manufacturing	1,593	205	2%	3%
Electronic Shopping and Mail-Order Houses	1,341	130	2%	6%
Interior Design Services	1,332	42	2%	25%

Source: EMSI 2021.4

Table 6. Top Employers Posting Digital Media Marketing Occupations in Bay Region and Silicon Valley Sub-Region (Apr 2021 - Mar 2022)

Employer	Bay	Employer	Silicon Valley
Google Inc.	1,258	Google Inc.	794
Facebook	1,171	Paypal	414
Paypal	611	Intuit	359
Salesforce	570	Cisco Systems Incorporated	330
Intuit	486	Apple Inc.	305
Walmart / Sam's	480	Palo Alto Networks	295
Amazon	479	Nvidia Corporation	272
Visa	476	Intel Corporation	264
Cisco Systems Incorporated	442	Amazon	227
Uber	426	ServiceNow, Inc	221

Source: Burning Glass

Educational Supply

There are eight (8) community colleges in the Bay Region issuing 91 awards on average annually (last 3 years ending 2018-19) on TOP 0614.00 Digital Media. In the Silicon Valley Sub-Region, there are three (3) community colleges that issued 11 awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0614.00 Digital Media in Bay Region

College	Subregion	Associate	Certificate Low	Total
Berkeley City	East Bay	0	2	2
Cabrillo	SC-Monterey	5	9	14
Gavilan	Silicon Valley	4	1	5
Las Positas	East Bay	5	3	8
Mission	Silicon Valley	0	1	1
San Francisco	Mid-Peninsula	0	31	31
San Mateo	Mid-Peninsula	15	10	25
West Valley	Silicon Valley	2	3	5
Total		31	60	91

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,675 annual openings for the Digital Media Marketing occupational cluster and 91 annual (3-year average) awards for an annual undersupply of 7,584 students. In the Silicon Valley Sub-Region, there is also a gap with 2,492 annual openings and 11 annual (3-year average) awards for an annual undersupply of 2,481 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.00 Digital Media

Metric Outcomes	Bay All CTE Programs	Mission All CTE Programs	State 0614.00	Bay 0614.00	Silicon Valley 0614.00	Mission College 0614.00
Students with a Job Closely Related to Their Field of Study	74%	74%	57%	52%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$54,792	\$25,364	\$28,374	\$30,009	N/A
Median Change in Earnings for SWP Exiting Students	23%	19%	26%	31%	45%	N/A
Exiting Students Who Attained the Living Wage	52%	51%	32%	27%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills, Certifications and Education

Table 9. Top Skills for Digital Media Marketing Occupations in Bay Region (Apr 2021 - Mar 2022)

Skill	Posting	Skill	Posting
Product Management	22,392	Salesforce	5,440
Marketing	19,673	Business Development	5,231
Project Management	11,831	Adobe Photoshop	4,711
Product Marketing	11,436	Market Research	4,439
Product Development	9,545	Facebook	4,371
Social Media	9,063	Product Sales	4,249
Budgeting	8,957	Thought Leadership	4,216
Market Strategy	7,839	Data Science	4,037
Business-to-Business	7,295	Experiments	4,008
Key Performance Indicators (KPIs)	6,548	Stakeholder Management	3,996
Marketing Management	6,479	Sales	3,928
Software as a Service (SaaS)	6,380	Adobe Indesign	3,919
Digital Marketing	6,362	SQL	3,809
Customer Service	5,625	E-Commerce	3,798

Source: Burning Glass

Table 10. Certifications for Digital Media Marketing Occupations in Bay Region (Apr 2021 - Mar 2022)

Certification	Posting	Certification	Posting
Driver's License	713	Security Clearance	47
Project Management Certification	504	Agile Certification	41
Project Management Professional (PMP)	307	Six Sigma Certification	40
Certified ScrumMaster (CSM)	69	Lean Six Sigma Certification	36
Series 7	66	Food Handler Certification	36
Certified Scrum Product Owner (CSPO)	66	IT Infrastructure Library (ITIL) Certification	31
Marketing Automation Certification	64	Real Estate Certification	28
Chartered Advisor For Senior Living	59	Home Energy Raters (HERS) Certification	28
Certified Public Accountant (CPA)	59	Food Service Certification	28
Certified Information Systems Security Professional (CISSP)	50	Investment Advisor	27

Certification	Posting	Certification	Posting
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Source: Burning Glass

Note: 96% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Digital Media Marketing Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	591	2%
Associate's degree	464	1%
Bachelor's degree and higher	34,145	97%

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 CCCCCO 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
- Living Insight Center for Community Economic Development
- Chancellor's Office MIS system

Contacts

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