



# Labor Market Analysis for Program Recommendation

## Marketing Occupations

### Las Positas College

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 an “undersupply” of Marketing workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 2,107 students in the Bay region and 382 students in the East Bay Sub-Region.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 0509.00 Marketing and Distribution 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 Las Positas College and in the region.

This report profiles Marketing Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Las Positas College.

- **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%

#### Occupational Demand

**Table 1. Employment Outlook for 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 |
|--------------------|---------------|---------------|--------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Marketing Managers | 19,680        | 20,934        | 1,254        | 6%            | 10,871              | 2,174           | \$76               | \$121              |
| <b>Total</b>       | <b>19,680</b> | <b>20,934</b> | <b>1,254</b> | <b>6%</b>     | <b>10,871</b>       | <b>2,174</b>    | <b>\$76</b>        | <b>\$121</b>       |

Source: EMSI 2021.3

**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 Occupations in East Bay 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 |
|--------------------|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Marketing Managers | 4,124        | 4,181        | 57          | 1%            | 1,988               | 398             | \$66               | \$108              |
| <b>Total</b>       | <b>4,124</b> | <b>4,181</b> | <b>57</b>   | <b>1%</b>     | <b>1,988</b>        | <b>398</b>      | <b>\$66</b>        | <b>\$108</b>       |

Source: EMSI 2021.3

**East Bay Sub-Region includes:** Alameda, Contra Costa Counties**Job Postings in Bay Region and East Bay Sub-Region****Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)**

| Occupation         | Bay Region | East Bay |
|--------------------|------------|----------|
| Marketing Managers | 41,667     | 4,810    |

Source: Burning Glass

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

| Title                        | Bay   | Title                          | Bay |
|------------------------------|-------|--------------------------------|-----|
| Product Manager              | 1,654 | Principal Product Manager      | 162 |
| Senior Product Manager       | 881   | Director, Product Management   | 147 |
| Product Marketing Manager    | 760   | Marketing Director             | 140 |
| Marketing Manager            | 756   | Field Marketing Manager        | 131 |
| Digital Marketing Manager    | 313   | Associate Product Manager      | 127 |
| Technical Product Manager    | 207   | Growth Marketing Manager       | 121 |
| Director Of Marketing        | 200   | Director Of Product Management | 118 |
| Marketing Operations Manager | 193   | Head Of Marketing              | 109 |
| Content Marketing Manager    | 172   | Marketing Project Manager      | 109 |

Source: Burning Glass

**Table 4b. Top Job Titles for Marketing Occupations for latest 12 months (Mar 2021 - Feb 2022) East Bay Sub-Region**

| Title                     | East Bay | Title                       | East Bay |
|---------------------------|----------|-----------------------------|----------|
| Product Manager           | 307      | Product Development Manager | 22       |
| Marketing Manager         | 166      | Market Manager              | 21       |
| Senior Product Manager    | 113      | Brand Manager               | 20       |
| Product Marketing Manager | 71       | Principal Product Manager   | 20       |
| Digital Marketing Manager | 58       | Technical Product Manager   | 19       |

| Title                   | East Bay | Title                       | East Bay |
|-------------------------|----------|-----------------------------|----------|
| Digital Product Manager | 45       | Field Marketing Manager     | 18       |
| Director Of Marketing   | 40       | Marketing                   | 18       |
| Marketing Director      | 37       | Email Marketing Manager     | 17       |
| Category Manager        | 29       | Associate Marketing Manager | 16       |

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring 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  | 2,370                   | 2,949                   | 24%                | 13%                                   |
| Corporate, Subsidiary, and Regional Managing Offices   | 1,662                   | 1,500                   | -10%               | 8%                                    |
| Custom Computer Programming Services   | 1,328                   | 1,462                   | 10%                | 7%                                    |
| Software Publishers  | 1,149                   | 1,261                   | 10%                | 6%                                    |
| Electronic Computer Manufacturing  | 841                     | 898                     | 7%                 | 4%                                    |
| Computer Systems Design Services   | 727                     | 752                     | 3%                 | 4%                                    |
| Data Processing, Hosting, and Related Services   | 598                     | 705                     | 18%                | 3%                                    |
| Administrative Management and General Management Consulting Services   | 563                     | 649                     | 15%                | 3%                                    |
| Research and Development in the Physical, Engineering, & Life Sciences (except Nanotechnology and Biotechnology) | 476                     | 513                     | 8%                 | 3%                                    |
| Electronic Shopping and Mail-Order Houses  | 405                     | 420                     | 4%                 | 2%                                    |

Source: EMSI 2021.3

**Table 6. Top Employers Posting Marketing Occupations in Bay Region and East Bay Sub-Region (Mar 2021 - Feb 2022)**

| Employer    | Bay   | Employer            | East Bay |
|-------------|-------|---------------------|----------|
| Google Inc. | 1,071 | Workday, Inc        | 249      |
| Facebook    | 940   | Albertsons          | 133      |
| Paypal      | 537   | Abbott Laboratories | 120      |
| Uber        | 527   | Lucid Motors Inc    | 90       |
| Salesforce  | 526   | Walmart / Sam's     | 79       |
| Intuit      | 477   | 10X Genomics        | 59       |

| Employer                   | Bay | Employer             | East Bay |
|----------------------------|-----|----------------------|----------|
| Amazon                     | 434 | Veeva Systems        | 58       |
| Visa                       | 418 | Amyris, Inc          | 56       |
| Walmart / Sam's            | 415 | Safeway Incorporated | 55       |
| Cisco Systems Incorporated | 408 | Change Healthcare    | 55       |

Source: Burning Glass

## Educational Supply

There are nine (9) community colleges in the Bay Region issuing 67 awards on average annually (last 3 years ending 2018-19) on TOP 0509.00 Marketing and Distribution. In the East Bay Sub-Region, there are four (4) community colleges that issued 16 awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0509.00 Marketing and Distribution in Bay Region**

| College       | Subregion      | Associate | Certificate Low | Total     |
|---------------|----------------|-----------|-----------------|-----------|
| Chabot        | East Bay       | 3         | 3               | 6         |
| De Anza       | Silicon Valley | 9         | 11              | 20        |
| Diablo Valley | East Bay       | 0         | 5               | 5         |
| Laney         | East Bay       | 2         | 1               | 3         |
| Las Positas   | East Bay       | 2         | 0               | 2         |
| San Francisco | Mid-Peninsula  | 7         | 10              | 17        |
| San Jose City | Silicon Valley | 2         | 4               | 6         |
| San Mateo     | Mid-Peninsula  | 3         | 4               | 7         |
| West Valley   | Silicon Valley | 0         | 1               | 1         |
| <b>Total</b>  |                | <b>28</b> | <b>39</b>       | <b>67</b> |

Source: Data Mart

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 2,174 annual openings for the Marketing occupational cluster and 67 annual (3-year average) awards for an annual undersupply of 2,107 students. In the East Bay Sub-Region, there is also a gap with 398 annual openings and 16 annual (3-year average) awards for an annual undersupply of 382 students.

## Student Outcomes

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

| Metric Outcomes   | Bay All CTE Programs | Las Positas All CTE Programs | State 0509.00 | Bay 0509.00 | East Bay 0509.00 | Las Positas 0509.00 |
|---|----------------------|------------------------------|---------------|-------------|------------------|---------------------|
| Students with a Job Closely Related to Their Field of Study | 74%                  | 70%                          | 72%           | 74%         | 77%              | N/A                 |
| Median Annual Earnings for SWP Exiting Students             | \$47,419             | \$45,238                     | \$32,260      | \$39,568    | \$36,788         | \$37,927            |
| Median Change in Earnings for SWP Exiting Students          | 23%                  | 24%                          | 23%           | 24%         | 23%              | 20%                 |
| Exiting Students Who Attained the Living Wage               | 52%                  | 55%                          | 46%           | 44%         | 46%              | 46%                 |

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

## Skills, Certifications and Education

**Table 9. Top Skills for Marketing Occupations in Bay Region (Mar 2021 - Feb 2022)**

| Skill                             | Postings | Skill                                     | Postings |
|-----------------------------------|----------|---|----------|
| Product Management                | 21,626   | Social Media                              | 4,048    |
| Marketing                         | 12,710   | Product Sales                             | 4,043    |
| Product Marketing                 | 10,072   | Salesforce                                | 3,866    |
| Product Development               | 8,970    | Thought Leadership                        | 3,655    |
| Project Management                | 8,701    | Data Science                              | 3,613    |
| Budgeting                         | 6,926    | Market Research                           | 3,359    |
| Market Strategy                   | 6,220    | Stakeholder Management                    | 3,336    |
| Marketing Management              | 6,065    | Experiments                               | 3,321    |
| Business-to-Business              | 5,966    | Competitive Analysis                      | 3,048    |
| Software as a Service (SaaS)      | 5,829    | E-Commerce                                | 3,031    |
| Key Performance Indicators (KPIs) | 5,296    | Sales                                     | 2,661    |
| Digital Marketing                 | 4,095    | SQL                                       | 2,629    |
| Business Development              | 4,079    | Description and Demonstration of Products | 2,452    |
| Customer Service                  | 4,079    | Articulating Value Propositions           | 2,429    |

Source: Burning Glass

**Table 10. Certifications for Marketing Occupations in Bay Region (Mar 2021 - Feb 2022)**

| Certification                         | Postings | Certification                                  | Postings |
|---------------------------------------|----------|--|----------|
| Project Management Certification      | 414      | Lean Six Sigma Certification                   | 30       |
| Driver's License                      | 319      | Series 7                                       | 28       |
| Project Management Professional (PMP) | 261      | Chartered Advisor For Senior Living            | 27       |
| Certified Scrum Product Owner (CSPO)  | 70       | Certified Quality Auditor (CQA)                | 24       |
| Certified ScrumMaster (CSM)           | 58       | Certified Information Systems Auditor (CISA)   | 24       |
| Agile Certification                   | 41       | Marketing Automation Certification             | 22       |
| Security Clearance                    | 36       | IT Infrastructure Library (ITIL) Certification | 21       |
| Six Sigma Certification               | 30       | Certified Salesforce Administrator             | 19       |

Source: Burning Glass

Note: 97% 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.

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

| Education (minimum advertised)     | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
|------------------------------------|-------------------------|--------------------------|
| High school or vocational training | 484                     | 2%                       |
| Associate's degree                 | 143                     | 1%                       |
| Bachelor's degree and higher       | 25,546                  | 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 CCCCO Data Mart.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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

For more information, please contact:

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