








Advertising and Promotions Managers

Labor Market Analysis: San Diego County

October 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Do Not Proceed with New Program	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	<div style="background-color: #4a7c9c; color: white; text-align: center; padding: 2px;">HIGH</div> 	<div style="background-color: #4a7c9c; color: white; text-align: center; padding: 2px;">LOW</div> 	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Advertising and Promotions Managers* in San Diego County have a labor market demand of 20 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and 12 educational institutions in San Diego County supply 372 awards for this occupation, suggesting that there is an oversupply in the labor market. Entry-level and median wages for this occupation are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for this occupation but defers to the region for a program modification because 1) although entry-level earnings for this occupation are above the living wage; 2) a low number of annual job openings exist for this occupation; and 3) there is an oversupply in San Diego County. Colleges should note that **employers typically require a bachelor's degree as the minimum educational requirement for these occupations.**

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

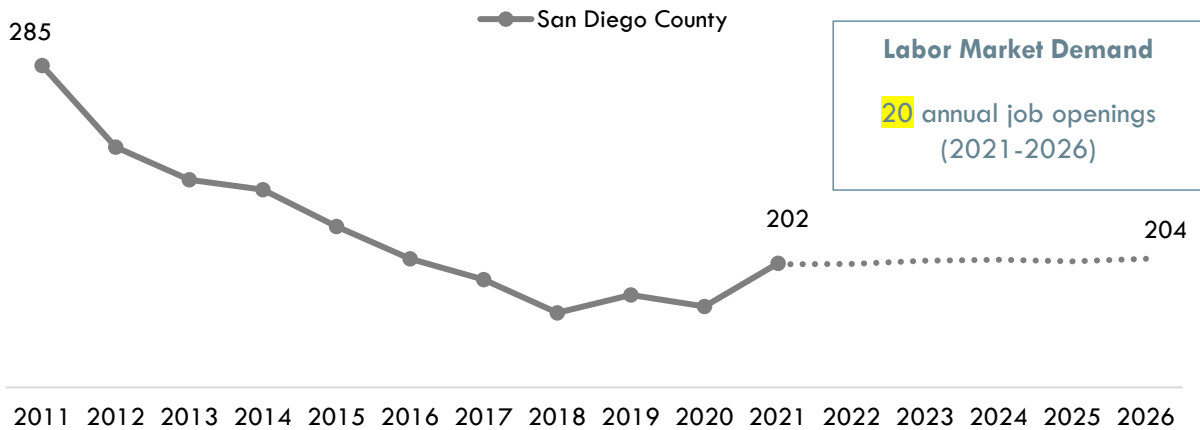
Advertising and Promotions Managers (SOC 11-2011): Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis. Sample reported job titles include:

- Classified Advertising Manager
- Marketing and Promotions Manager
- Creative Services Director
- Communications Manager
- Advertising Sales Manager
- Account Executive

Projected Occupational Demand

Between 2021 and 2026, *Advertising and Promotions Managers* are projected to increase by **two** net jobs or **one** percent (Exhibit 1). Employers in San Diego County will need to hire **20** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Advertising and Promotions Managers (2011-2026)²



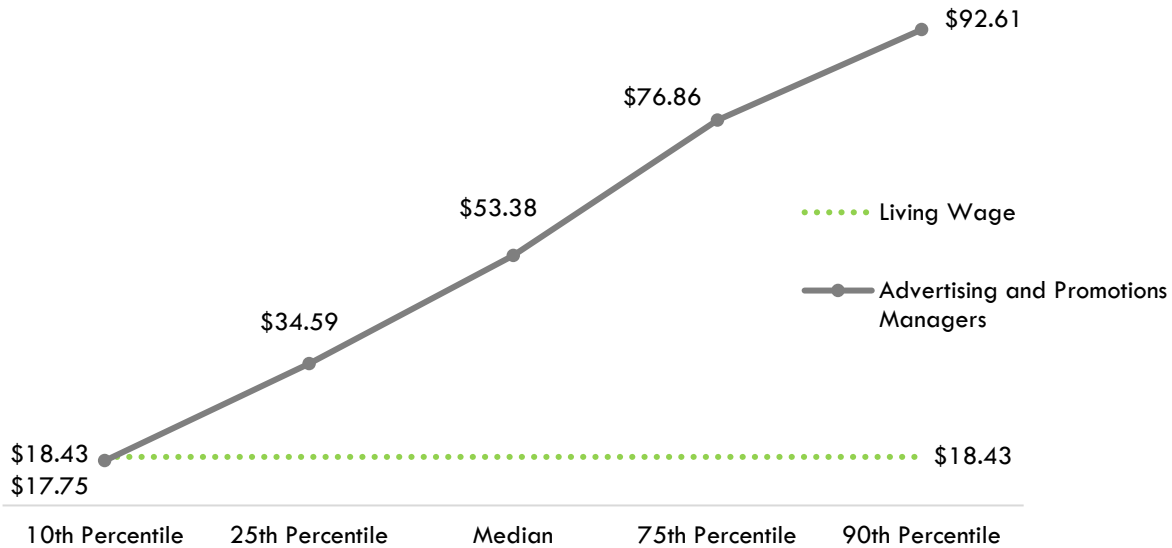
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

² EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

Earnings

Advertising and Promotions Managers receive entry-level hourly earnings of \$34.59; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for Advertising and Promotions Managers in San Diego County⁵



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There is **three** TOP codes and **six** CIP codes related to *Advertising and Promotions Managers* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Advertising and Promotions Managers

TOP or CIP Code	TOP or CIP Program Title
TOP 0509.00	Marketing and Distribution
TOP 0509.10	Advertising
TOP 0614.00	Digital Media
CIP 09.0702	Digital Communication and Media/Multimedia
CIP 09.0903	Advertising

³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁴ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁵ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

TOP or CIP Code	TOP or CIP Program Title
CIP 10.0303	Prepress/Desktop Publishing and Digital Imaging Design
CIP 50.0102	Digital Arts
CIP 50.0401	Design and Visual Communications, General
CIP 52.1401	Marketing/Marketing Management, General

According to TOP data, six community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, Palomar College, San Diego College of Continuing Education, San Diego Mesa College, and Southwestern College. According to CIP data, six non-community-college institutions supply the region with awards: National University, Platt College-San Diego, Point Loma Nazarene, Southern States University, University of California-San Diego, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2017-18 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
0509.00	Marketing and Distribution	27	0	27
	• Grossmont	5	0	
	• MiraCosta	15	0	
	• San Diego Cont Ed	0	0	
	• San Diego Mesa	4	0	
	• Southwestern	3	0	
0509.10	Advertising	14	0	14
	• Palomar	14	0	
0614.00	Digital Media	167	0	167
	• MiraCosta	14	0	
	• Palomar	21	0	
	• San Diego Cont Ed	132	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
09.0702	Digital Communication and Media/Multimedia	0	6	6
	• National University	0	5	
	• Platt College-San Diego	0	1	
50.0102	Digital Arts	0	1	1
	• Point Loma Nazarene University	0	1	
50.0401	Design and Visual Communications, General	0	19	19
	• University of California-San Diego	0	19	
52.1401	Marketing/Marketing Management, General	0	138	138
	• National University	0	0	
	• Point Loma Nazarene University	0	22	
	• Southern States University	0	11	
	• University of San Diego	0	105	
			Total	372

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is an **oversupply** for this occupation in San Diego County, with **20** annual openings and **372** awards. Comparatively, there are **465** annual openings in California and **3,630** awards, suggesting that there is also an oversupply across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	20	372	352
California	465	3,630	3,165

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

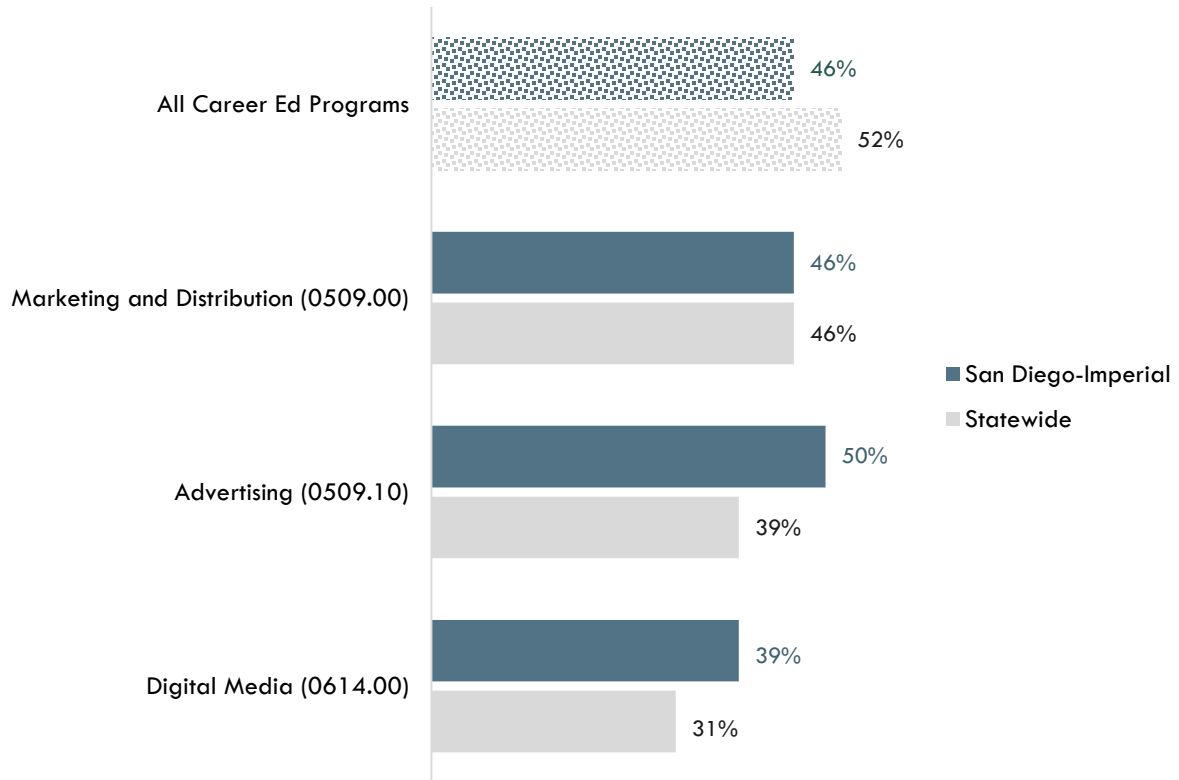
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 39 to 50 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Advertising and Promotions Managers*, compared 31 to 46 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20¹⁰

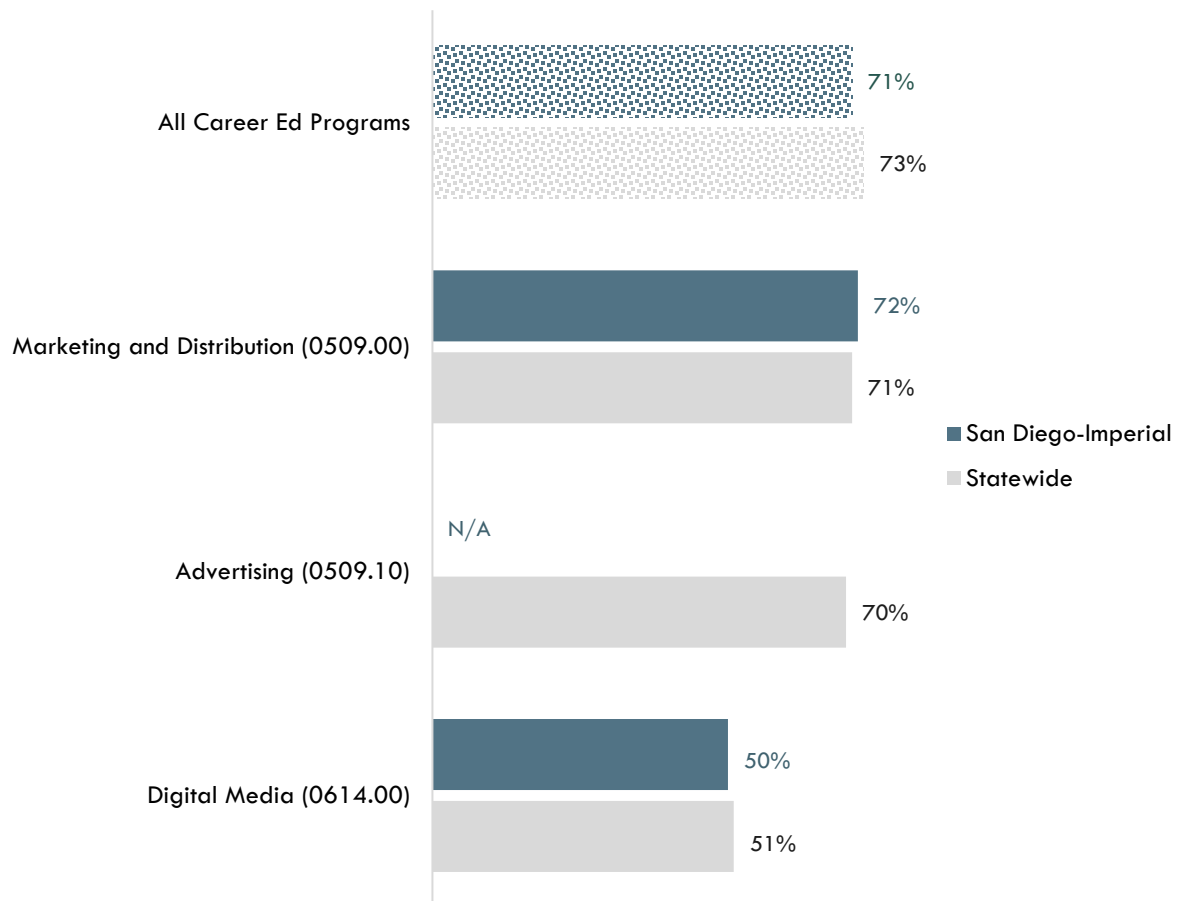


⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Most recent year with available data is Program Year 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 50 to 72 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Advertising and Promotions Managers*, compared to 51 to 71 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19¹²



"N/A" indicates insufficient data

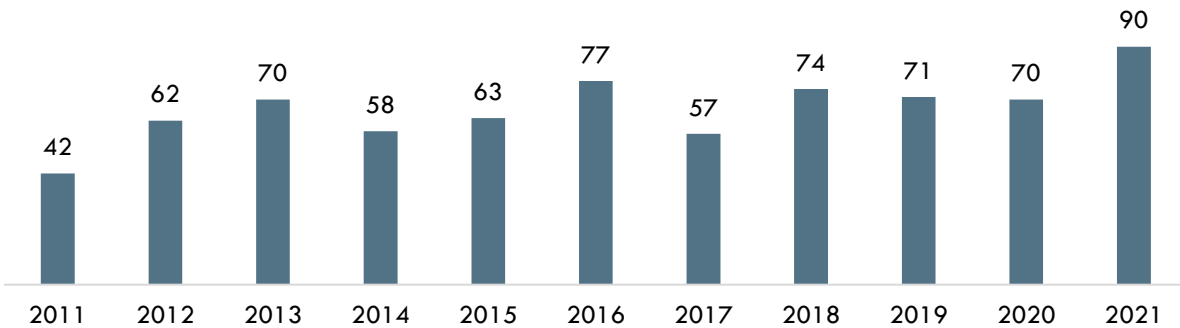
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2018-19. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2011 and 2021, there was an average of 67 online job postings per year for *Advertising and Promotions Managers* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 7: Number of Online Job Postings for *Advertising and Promotions Managers* in San Diego County (2011-2021)¹³



¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2021.

Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Advertising and Promotions Managers* were [Deloitte](#), [Anderson Direct & Digital](#), [InnoVision](#), [CG Life](#), and [Aspire Team](#) based on online job postings (Exhibit 8).

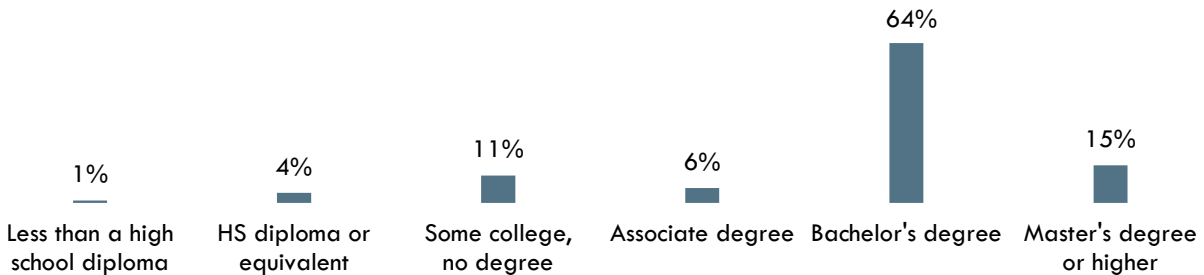
Exhibit 8: Top Employers for Advertising and Promotions Managers in San Diego County¹⁴

Top Employers	
<ul style="list-style-type: none"> • Deloitte • Anderson Direct & Digital • InnoVision • CG Life • Aspire Team 	<ul style="list-style-type: none"> • San Diego Reader • ResMed • L3Harris • Hive Media Group • Thermo Fisher Scientific Inc

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the California labor force is a [bachelor's degree](#). The typical entry-level education is a [bachelor's degree](#).¹⁵

Exhibit 9: California Educational Attainment of Advertising and Promotions Managers¹⁶



*may not equal 100 percent due to rounding

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

¹⁵ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 8, 2021. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 10: Top Skills for Advertising and Promotions Managers in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Digital Marketing • Social Media • Advertising • Project Management • Ad Campaigns • Email Marketing • Marketing • Budgeting • Content Management • Copywriting • Customer Service • Graphic Design • Email Campaigns • Digital Advertising • Social Media Tools 	<ul style="list-style-type: none"> • Creativity • Communication Skills • Organizational Skills • Teamwork / Collaboration • Detail-Oriented • Planning • Editing • Writing • Meeting Deadlines • Research • Time Management • Problem Solving • Self-Starter • Multi-Tasking • Written Communication 	<ul style="list-style-type: none"> • Microsoft Excel • Facebook • Adobe Photoshop • Google Analytics • Salesforce • Adobe InDesign • Adobe Acrobat • Adobe Creative Suite • Adobe Illustrator • Google AdWords • Microsoft PowerPoint • LinkedIn • Tableau • YouTube • Social Media Platforms

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 11: Top Certifications for Advertising and Promotions Managers in San Diego County¹⁸

Top Certifications in Online Job Postings
<ol style="list-style-type: none"> 1. Marketing Automation Certification 2. Project Management Certification

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

San Diego-Imperial Center of Excellence for Labor Market Research



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.