










Marketing Occupations

Labor Market Analysis: San Diego County

September 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Proceed with Caution	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Apprenticeship <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
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

This brief provides labor market information about *Marketing Occupations* to assist the San Diego & Imperial Counties Community Colleges with program development and strategic planning. *Marketing Occupations* include “Marketing Managers,” and “Marketing Research Analysts and Marketing Specialists.” According to available labor market information, *Marketing Occupations* in San Diego County have a labor market demand of 1,548 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 10 institutions supply 229 awards for these occupations, suggesting that there is a supply gap in the labor market. This brief recommends proceeding with caution in developing a new program because while entry-level wages pay at or above the living wage and a supply gap exists for these occupations, **employers typically require a bachelor’s degree as the minimum educational requirement and a high number of institutions provide related training.** For community colleges with existing programs, modifications may include 1) connecting to bachelor’s degree programs because they have the most completers for *Marketing Occupations*, 2) adjusting curriculum to train for top skills such as product/project management, social media, new product development, digital marketing, marketing strategies, analytics, search engine optimization, and key performance indicators, or 3) developing programs that appeal or market to individuals with bachelor’s degrees or incumbent workers in these positions.

Introduction

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

- **Marketing Managers** (SOC 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.
- **Market Research Analysts and Marketing Specialists** (SOC 13-1161): Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

For the purpose of this report, these occupations are referred to as *Marketing Occupations*.

Projected Occupational Demand

Between 2022 and 2027, employers in San Diego County will need to hire 1,548 workers annually to fill new jobs and backfill jobs in *Marketing Occupations* due to attrition caused by turnover and retirement, for example (Exhibit 1). “Market Research Analysts and Marketing Specialists” are projected to have the most labor market demand between 2022 and 2027, with 1,175 annual job openings.

Exhibit 1: Number of Jobs for *Marketing Occupations* in San Diego County (2022-2027)²

Occupational Title	2022 Jobs	2027 Jobs	2022 - 2027 Net Jobs Change	2022-2027 % Net Jobs Change	Annual Job Openings (Demand)
Market Research Analysts and Marketing Specialists	9,214	10,325	1,111	12%	1,175
Marketing Managers	3,488	3,775	286	8%	373
Total	12,702	14,100	1,397	11%	1,548

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 Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

Earnings

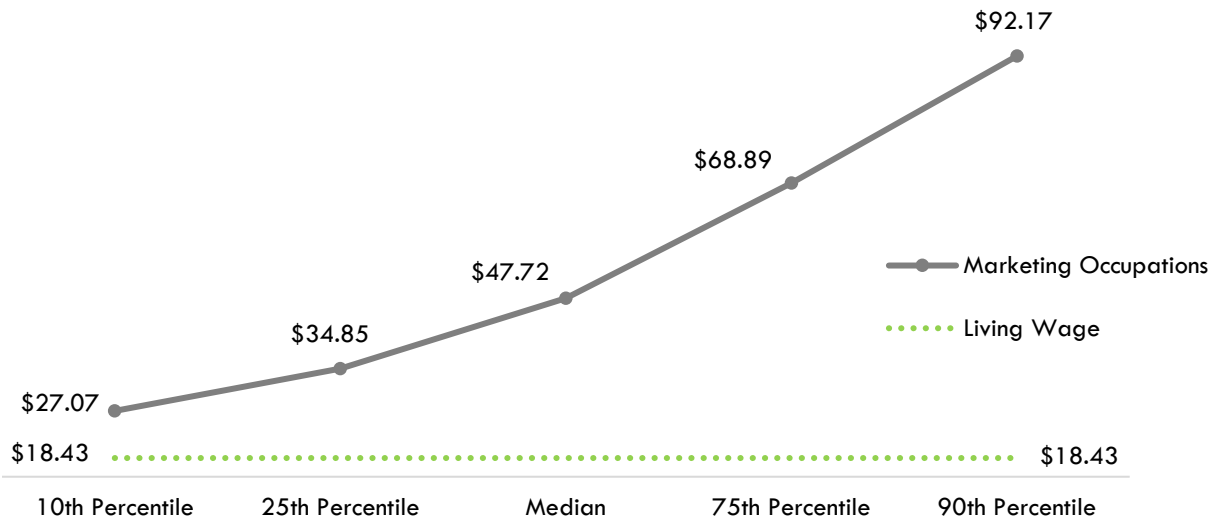
The entry-level hourly earnings for *Marketing Occupations* range from \$23.33 to \$46.38 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for Marketing Occupations in San Diego County³

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Marketing Managers	\$46.38	\$64.64	\$90.89
Market Research Analysts and Marketing Specialists	\$23.33	\$30.79	\$46.89

On average, the entry-level hourly earnings for *Marketing Occupations* are \$34.85; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁴

Exhibit 2b: Average Hourly Earnings⁵ for Marketing Occupations in San Diego County⁶



³ Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

⁴ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator.

⁵ 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.

⁶ Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

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.⁷ There are **three** TOP codes and **four** CIP codes related to *Marketing Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Marketing Occupations*⁸

TOP or CIP Code	TOP or CIP Program Title
TOP 0509.00	Marketing and Distribution
TOP 0509.10	Advertising
TOP 0509.70	E-Commerce (Business emphasis)
CIP 09.0903	Advertising
CIP 52.1401	Marketing/Marketing Management, General
CIP 52.1404	Digital Marketing
CIP 52.1801	Sales, Distribution, and Marketing Operations, General

⁷ 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).

⁸ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.

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, four non-community-college institutions supply the region with awards Point Loma Nazarene University, Southern States University, United States University, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2019-20 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
0509.00	Marketing and Distribution	36	0	36
	• Grossmont	7	0	
	• MiraCosta	20	0	
	• San Diego Cont Ed	0	0	
	• San Diego Mesa	5	0	
	• Southwestern	4	0	
0509.10	Advertising	16	0	16
	• Palomar	16	0	
0509.70	E-Commerce (business emphasis)	2	0	2
	• Southwestern	2	0	
52.1401	Marketing/Marketing Management, General	0	175	175
	• Point Loma Nazarene University	0	29	
	• Southern States University	0	29	
	• United States University	0	0	
	• University of San Diego	0	117	
			Total	229

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** for these occupations in San Diego County, with **1,548** annual openings and **229** awards. Comparatively, there are **21,978** annual openings in California and **2,010** awards, suggesting that there is also a **supply gap** across the state¹⁰ (Exhibit 5).

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

	Demand (Annual Openings)	Supply¹¹ (Annual Awards)	Supply Gap or Oversupply
San Diego	1,548	229	1,319
California	21,978	2,010	19,968

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.

⁹ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

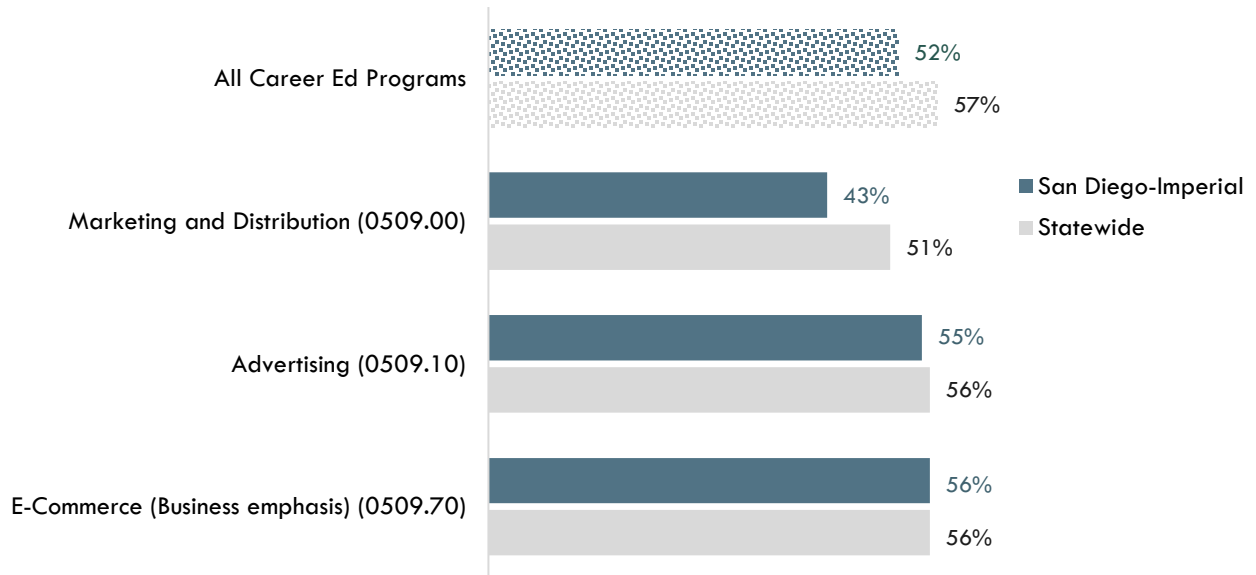
¹⁰ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

¹¹ Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 43 to 56 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Marketing Occupations*, compared to 51 to 56 percent statewide and 57 percent of students in Career Education programs in general across the state (Exhibit 6a).¹²

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2020-21¹³

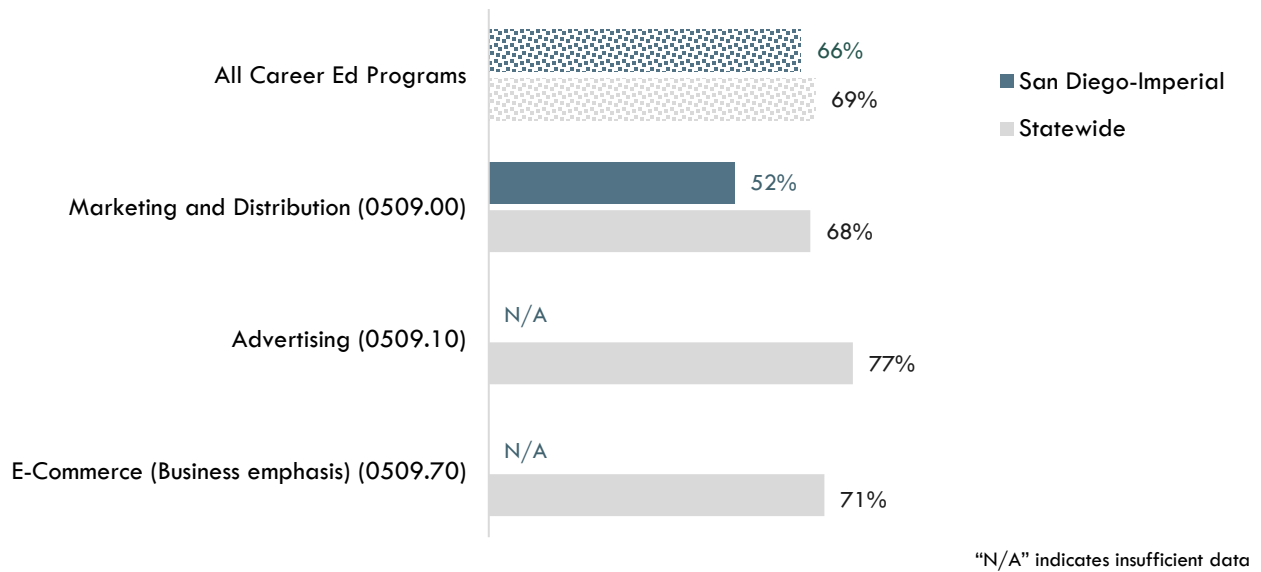


¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Most recent year with available data is Program Year 2020-21. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 52 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 *Marketing Occupations*, compared to 68 to 77 percent statewide and 69 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁴

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2019-20¹⁵



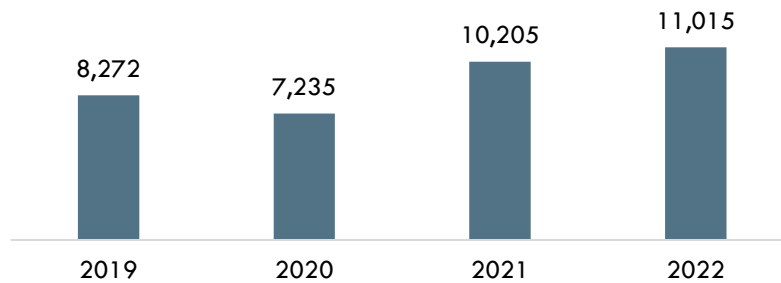
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2019-20. 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 2019 and 2022, there was an average of 9,182 online job postings per year for *Marketing Occupations* 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 *Marketing Occupations* in San Diego County (2019-2022)¹⁶



¹⁶ Lightcast; "Job Posting Analytics." 2018-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Marketing Occupations* were [Thermo Fisher Scientific](#), [Intuit](#), [Illumina](#), [Qualcomm](#), and [Amazon](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Marketing Occupations in San Diego County¹⁷

Top Employers	
<ul style="list-style-type: none">• Thermo Fisher Scientific• Intuit• Illumina• Qualcomm• Amazon	<ul style="list-style-type: none">• LPL Financial• CyberCoders• Teradata Operations• Deloitte• BD

Education, Skills, and Certifications

Marketing Occupations have a national educational attainment of a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for Marketing Occupations¹⁸

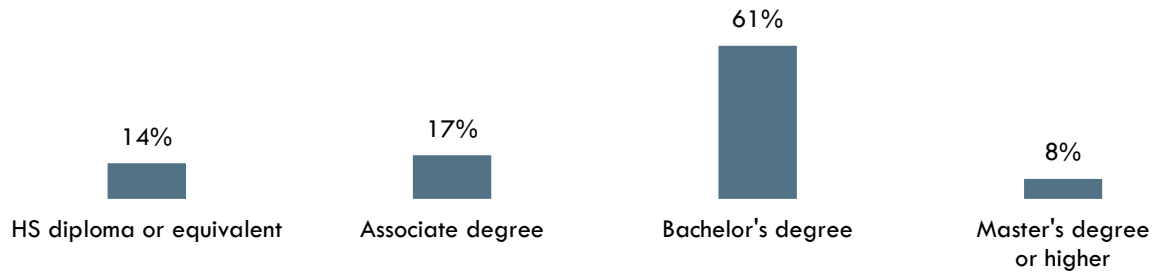
Occupational Title	Typical Entry-Level Education
Marketing Managers	Bachelor's degree
Market Research Analysts and Marketing Specialists	Bachelor's degree

¹⁷ Lightcast; "Job Posting Analytics." 2020-2022.

¹⁸ Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **bachelor's degree** as the most requested educational requirement for *Marketing Occupations* (Exhibit 9b).¹⁹

Exhibit 9b: Educational Requirements for Marketing Occupations in San Diego County²⁰



*May not total 100 percent due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 10: Top Skills for Marketing Occupations in San Diego County²¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Marketing • Product Management • Project Management • Social Media • New Product Development • Digital Marketing • Marketing Strategies • Analytics • Search Engine Optimization • Key Performance Indicators • Product Marketing • Marketing Management • Customer Relationship Management • Market Research • Go-to-Market Strategy 	<ul style="list-style-type: none"> • Communications • Sales • Management • Leadership • Detail Oriented • Writing • Customer Service • Planning • Research • Presentations • Problem Solving • Self-Motivation • Operations • Innovation • Verbal Communication Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint

¹⁹ Lightcast; "Job Posting Analytics." 2020-2022.

²⁰ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

²¹ Lightcast; "Job Posting Analytics." 2020-2022.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 11: Top Certification for *Marketing Occupations* in San Diego County²²

Top Certification in Online Job Postings

Master of Business Administration (MBA)

²² Lightcast; "Job Posting Analytics." 2020-2022.

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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 (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.