



Labor Market Analysis for Program Recommendation

Marketing Specialists Occupations

City College of San Francisco

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

January 2024

Recommendation

Based on all available data, there appears to be an “undersupply” of Marketing Specialists compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 7,061 students in the Bay region and 2,891 students in the Mid-Peninsula 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 City College of San Francisco and in the region.

This report profiles Marketing Specialists Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

- **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%
- **Telemarketers (41-9041):** Solicit donations or orders for goods or services over the telephone.
Entry-Level Educational Requirement: No formal educational credential
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 44%

- Proofreaders and Copy Markers (43-9081):** Read transcript or proof type setup to detect and mark for correction any grammatical, typographical, or compositional errors. Excludes workers whose primary duty is editing copy. Includes proofreaders of Braille.
 Entry-Level Educational Requirement: Bachelor's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 20%

Occupational Demand

Table 1. Employment Outlook for Marketing Specialists Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Marketing Managers	20,028	21,544	1,516	8%	10,548	2,110	\$72	\$93
Market Research Analysts and Marketing Specialists	38,444	43,955	5,511	14%	25,521	5,104	\$34	\$48
Telemarketers	1,027	1,022	-4	-0%	789	158	\$15	\$17
Proofreaders and Copy Markers	141	150	9	6%	112	22	\$22	\$27
Total	59,639	66,671	7,032	12%	36,970	7,394		

Source: Lightcast 2022.3

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 Specialists Occupations in Mid-Peninsula Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Marketing Managers	7,444	8,370	926	12%	4,348	870	\$79	\$100
Market Research Analysts and Marketing Specialists	14,338	17,115	2,778	19%	10,416	2,083	\$38	\$50
Telemarketers	360	387	26	7%	299	60	\$18	\$19
Proofreaders and Copy Markers	61	67	6	9%	51	10	\$25	\$29
Total	22,203	25,939	3,736	17%	15,113	3,023		

Source: Lightcast 2022.3

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months

Occupation	Bay Region	Mid-Peninsula
Marketing Managers	19,771	10,222
Market Research Analysts and Marketing Specialists	6,491	2,760
Telemarketers	155	24
Proofreaders and Copy Markers	38	19

Source: Lightcast

Table 4a. Top Job Titles for Marketing Specialists Occupations for latest 12 months - Bay Region

Title	Bay	Title	Bay
Product Managers	2,260	Directors of Product Marketing	230
Marketing Product Managers	778	Growth Marketing Managers	201
Marketing Managers	747	Digital Product Managers	199
Directors of Product Management	518	Growth Product Managers	171
Marketing Coordinators	436	Principal Product Managers	171
Marketing Specialists	302	Marketing Associates	163
Directors of Marketing	300	Marketing Assistants	159
Technical Product Managers	291	Social Media Managers	154
Platform Product Managers	272	Digital Marketing Managers	148

Source: Lightcast

Table 4b. Top Job Titles for Marketing Specialists Occupations for latest 12 months - Mid-Peninsula Sub-Region

Title	Mid-Peninsula	Title	Mid-Peninsula
Product Managers	1,087	Technical Product Managers	115
Marketing Product Managers	423	Directors of Product Marketing	111
Marketing Managers	340	Lifecycle Marketing Managers	107
Directors of Product Management	264	Digital Product Managers	102
Growth Marketing Managers	165	Marketing Operations Managers	89
Platform Product Managers	159	Content Marketing Managers	78
Marketing Coordinators	136	Group Product Managers	78
Growth Product Managers	132	Marketing Associates	78
Directors of Marketing	126	Lead Product Managers	74

Source: Lightcast

Industry Concentration**Table 5. Industries hiring Marketing Specialists in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Software Publishers	3,882	4,423	14%	7%
Custom Computer Programming Services	3,167	4,349	37%	6%
Corporate, Subsidiary, and Regional Managing Offices	3,511	3,434	-2%	6%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Administrative Management and General Management Consulting Services	2,444	3,107	27%	5%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	3,808	3,123	-18%	5%
Web Search Portals and All Other Information Services	3,369	3,004	-11%	4%
Data Processing, Hosting, and Related Services	1,526	2,353	54%	3%
Computer Systems Design Services	1,704	1,943	14%	3%
Other Scientific and Technical Consulting Services	1,280	1,148	-10%	2%
Electronic Computer Manufacturing	1,156	1,311	13%	2%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Marketing Specialists Occupations in Bay Region and Mid-Peninsula Sub-Region

Employer	Bay	Employer	Mid-Peninsula
Google	395	Meta	240
Walmart	274	Walmart	157
Meta	273	Salesforce	129
Tiktok	220	Capital One	123
Cisco	217	Gilead Sciences	119
Wells Fargo	177	Wells Fargo	117

Source: Lightcast

Educational Supply

There are eleven (11) community colleges in the Bay Region issuing 90 awards on average annually (last 3 years ending 2021-22) on TOP 0509.00 - Marketing and Distribution. In the Mid-Peninsula Sub-Region, there are three (3) community colleges that issued 31 awards on average annually (last 3 years) on this TOP code.

There are four (4) four-year institutions in the Bay Region issuing 243 Bachelor's degrees on average annually (last 3 years ending 2021-22) on CIP 52.1401 - Marketing/Marketing Management, General. There is one (1) four-year institution in the Mid-Peninsula Sub-Region issuing 101 Bachelor's degrees on this CIP code.

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

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Canada	Mid-Peninsula	1	0	2	3
Chabot	East Bay	0	0	3	3
De Anza	Silicon Valley	8	0	9	17
Diablo Valley	East Bay	0	0	14	14
Laney	East Bay	2	2	0	4
Las Positas	East Bay	2	0	0	2

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
San Francisco	Mid-Peninsula	7	0	17	24
San Jose City	Silicon Valley	8	2	8	18
San Mateo	Mid-Peninsula	2	0	2	4
Solano	North Bay	1	0	0	1
West Valley	Silicon Valley	0	0	0	0
Total		31	4	55	90

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Table 7b. Bachelor's Degree Awards on CIP 52.1401 - Marketing/Marketing Management, General in Bay Region

College	Subregion	Bachelor's degree	Total
Holy Names University	East Bay	7	7
Menlo College	Silicon Valley	44	44
Santa Clara University	North Bay	91	91
University of San Francisco	Mid-Peninsula	101	101
Total		243	243

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,394 annual openings for the Marketing Specialists occupational cluster and 333 annual (3-year average) awards for an annual undersupply of 7,061 students. In the Mid-Peninsula Sub-Region, there is also a gap with 3,023 annual openings and 132 annual (3-year average) awards for an annual undersupply of 2,891 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	CCSF All CTE Programs	State 0509.00	Bay 0509.00	Mid-Peninsula 0509.00	CCSF 0509.00
Students with a Job Closely Related to Their Field of Study	74%	71%	70%	67%	75%	67%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$64,284	\$36,994	\$43,055	\$52,022	\$52,558
Median Change in Earnings for SWP Exiting Students	24%	15%	25%	25%	12%	16%
Exiting Students Who Attained the Living Wage	54%	53%	49%	44%	43%	43%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills for Marketing Specialists Occupations in Bay Region

Skill	Posting	Skill	Posting
Marketing	16,324	Business To Business	3,074

Skill	Posting	Skill	Posting
Product Management	10,772	Computer Science	3,065
Project Management	5,574	Agile Methodology	2,931
New Product Development	5,384	Analytics	2,897
Product Marketing	4,673	Data Analysis	2,880
Go-to-Market Strategy	3,993	Software As A Service (SaaS)	2,874
Product Strategy	3,447	Social Media	2,797
Product Roadmaps	3,318	Finance	2,623
Key Performance Indicators (KPIs)	3,131	Market Research	2,613
Marketing Strategies	3,121	Digital Marketing	2,584

Source: Lightcast

Table 10. Certifications for Marketing Specialists Occupations in Bay Region

Certification	Posting	Certification	Posting
Master of Business Administration (MBA)	3,126	Functional Skills Qualification	31
Valid Driver's License	410	Certified Scrum Product Owner	30
Project Management Professional Certification	143	Product Certification	26
Enterprise Desktop Administrator (Microsoft Certified IT Professional)	96	GIAC Certifications	24
Bachelor of Science in Business	67	Salesforce Certification	23
Project Management Certification	37	Salesforce Certified Administrator	21
Agile Certification	35		

Source: Lightcast

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

Education Level	Job Postings	% of Total
High school or GED	505	2%
Associate degree	396	2%
Bachelor's degree & higher	21,067	96%

Source: Lightcast

Note: 42% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

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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