

Labor Market Analysis: 0509.00/Marketing and Distribution

Marketing and Public Relations - Certificate requiring 16 to fewer than 30 semester units;
Certificate requiring 8 to fewer than 16 semester units

Los Angeles Center of Excellence, October 2023

Summary

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Living Wage: (Entry-Level, 25 th)	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Education:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Emerging Occupation(s)			
	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to one middle-skill occupation:

- **Advertising Sales Agents (41-3011)** Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or Internet establishments or public spaces;¹

and two above middle-skill occupations:

- **Market Research Analysts and Marketing Specialists (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.²
- **Public Relations Specialists (27-3031)** Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.³

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.⁴ However, the two occupations in the standard occupational classification

¹ [Advertising Sales Agents : U.S. Bureau of Labor Statistics \(bls.gov\)](https://www.bls.gov/occupations/41-3011)

² [Market Research Analysts : U.S. Bureau of Labor Statistics \(bls.gov\)](https://www.bls.gov/occupations/13-1161)

³ [Public Relations Specialists : U.S. Bureau of Labor Statistics \(bls.gov\)](https://www.bls.gov/occupations/27-3031)

⁴ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or

(SOC) that are most closely related to marketing and public relations both typically require workers to obtain a bachelor's degree (*market research analysts and marketing specialists* and *public relations specialists*). Therefore, above middle-skill occupations are included in this report to illuminate a pathway for students who continue their education past the community college level.

This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations. While demand data for above middle-skill public relations occupations are included in this report, the COE's program endorsement only takes into account the middle-skill occupation in this report (*advertising sales agents*) when considering the local supply and demand.

Based on the available data, there appears to be a supply gap in the region for the middle-skill occupation in this report related to marketing and public relations. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and more than one-third of current workers in the field have completed some college/associate degree or less education.

Therefore, due to all the criteria being met, the LA COE endorses this proposed program.

Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **712 middle-skill jobs are projected to be available annually** in the region due to retirements and workers leaving the field, **which is more than the three-year average of 375 sub-baccalaureate awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, all three occupations in this report have **entry-level wages above the self-sufficiency standard hourly wage** (\$18.10/hour).⁵
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **high school diploma** as the **typical entry-level education for the middle-skill occupation in this report (*advertising sales agents*)**.
 - The national-level educational attainment data indicates **39% of advertising sales agents have completed some college/associate degree or less education**.
 - However, only 21% of *market research analysts and marketing specialists* and 17% of *public relations specialists* nationally have completed some college/associate degree or less education and more than 79% of workers in these occupations have completed a bachelor's degree or more education.

Supply:

- There are **23 community colleges** in the greater LA/OC region that issue awards related to marketing and/or public relations, conferring an average of **349 awards annually** between 2019 and 2022.

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- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

⁵ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

- Between 2019 and 2021, there was an average of **26 sub-baccalaureate awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.
 - In addition to these 26 sub-baccalaureate awards, **non-community college institutions in the region conferred 708 bachelor's degrees** in related training programs.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *advertising sales agents*, the middle-skill occupation in this report. In the greater Los Angeles/Orange County region, the number of jobs related to this occupation is projected to increase by 2% through 2027. There will be more than 700 job openings per year through 2027 due to job growth and replacements.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties⁶

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	4,810	4,822	12	0%	597
Orange	995	893	(102)	(10%)	115
Total	5,805	5,715	(90)	(2%)	712

Exhibit 2 shows the five-year occupational demand projections for the two above middle-skill marketing and public relations occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2027. There will be more than 6,600 job openings per year through 2027 due to job growth and replacements.

Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties⁷

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	40,761	44,886	4,125	10%	4,897
Orange	14,926	16,254	1,328	9%	1,757
Total	55,687	61,140	5,453	10%	6,655

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these marketing and public relations occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

⁶ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁷ Ibid.

Los Angeles County

All three occupations in this report have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$20.06 and \$27.33. Experienced workers can expect to earn wages between \$46.24 and \$48.83, which are higher than the self-sufficiency standard.

Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Market Research Analysts and Marketing Specialists (13-1161)	\$27.33	\$33.76	\$48.83	\$70,223
Public Relations Specialists (27-3031)	\$26.59	\$35.01	\$47.45	\$72,814
Market Research Analysts and Marketing Specialists (13-1161)	\$20.06	\$30.26	\$46.24	\$62,944

*Rounded to the nearest \$100

Orange County

The middle-skill occupation in this report (*advertising sales agents*) has entry-level wages of \$18.29, which is below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). However, both above middle-skill occupations in this report have entry-level wages above the county's self-sufficiency standard, in a range between \$25.27 and \$26.39. Experienced workers can expect to earn wages between \$43.11 and \$47.13, which are higher than the self-sufficiency standard.

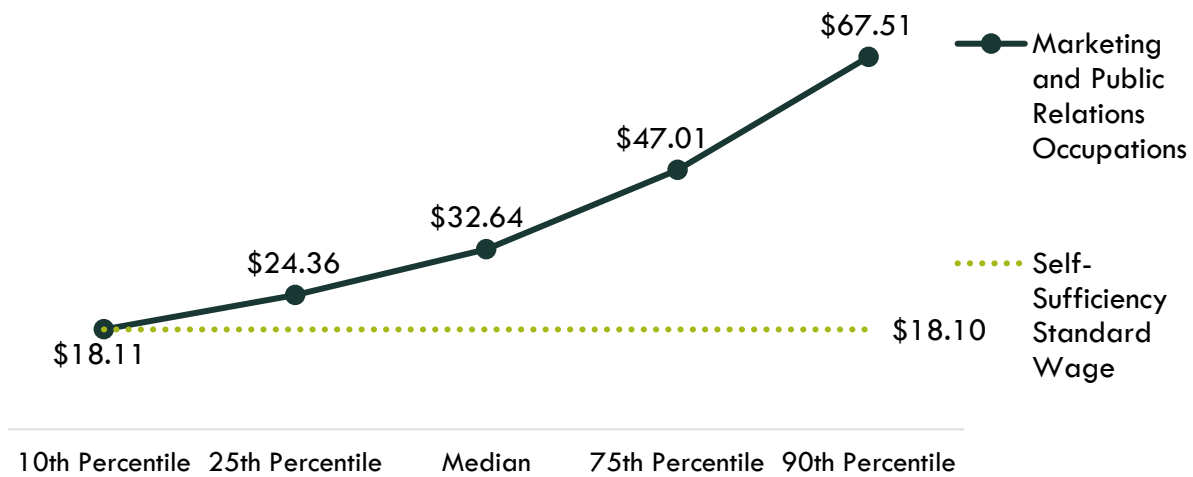
Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Market Research Analysts and Marketing Specialists (13-1161)	\$26.39	\$32.59	\$47.13	\$67,800
Public Relations Specialists (27-3031)	\$25.27	\$33.35	\$45.25	\$69,400
Market Research Analysts and Marketing Specialists (13-1161)	\$18.29	\$27.81	\$43.11	\$57,800

*Rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$24.36; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

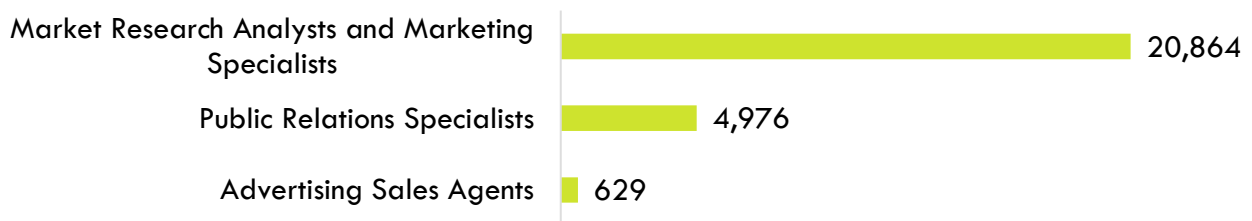
Exhibit 4: Average Hourly Earnings for Marketing and Public Relations Occupations in LA/OC



Job Postings

There were 26,469 online job postings related to the three marketing and public relations occupations in this report listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (79%) were for *market research analysts and marketing specialists*, followed by *public relations specialists* (19%) and *advertising sales agents* (2%). The highest number of job postings were for marketing coordinators, marketing assistants, marketing specialists, digital marketing specialists, and social media managers. The top skills were marketing, social media, digital marketing, project management, and search engine optimization. The top three employers, by number of job postings, in the region were University of California, Elevance Health, and Experian.

Exhibit 5: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

- **Bachelor's degree:** *Market research analysts and marketing specialists; Public relations specialists*
- **High school diploma or equivalent:** *Advertising sales agents*

In the greater LA/OC region, the majority of annual job openings (90%) typically require a bachelor's degree. The national-level educational attainment data indicates 39% of *advertising sales agents* have completed some college/associate degree or less education. However, only 21% of *market research analysts and marketing specialists* and 17% of *public relations specialists* nationally have completed some college/associate degree or less education and more than 79% of workers in these occupations have completed a bachelor's degree or more education. Of the 62% of marketing and public relations job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 13% (2,162) requested high school or vocational training, 5% (869) requested an associate degree, and 81% (13,269) requested a bachelor's degree.

Educational Supply

Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Santa Monica, Orange Coast, and Santiago Canyon.

Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0509.00	Marketing and Distribution	Cerritos	18	14	26	19
		Compton	-	-	1	0
		East LA	5	8	6	6
		El Camino	6	9	6	7
		Glendale	1	3	4	3
		LA City	15	15	13	14
		LA Harbor	-	-	1	0
		LA Pierce	8	8	10	9
		LA Trade-Tech	3	7	4	5
		LA Valley	19	24	27	23
		Long Beach	5	15	18	13
		Mt San Antonio	5	12	9	9
		Pasadena	6	3	17	9
		Rio Hondo	9	11	7	9
		Santa Monica	28	54	61	48
		West LA	1	1	4	2
		LA Subtotal	129	184	214	176
		Cypress	5	4	-	3
Fullerton	4	8	4	5		
Golden West	6	4	6	5		

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Orange Coast	69	48	20	46
		Saddleback	27	15	19	20
		Santa Ana	-	2	1	1
		Santiago Canyon	18	57	17	31
		OC Subtotal	129	138	67	111
		Supply Subtotal/Average	258	322	281	287
0509.10	Advertising	Santa Monica	15	17	24	19
		LA Subtotal	15	17	24	19
		Orange Coast	3	2	4	3
		Santiago Canyon	1	2	6	3
		OC Subtotal	4	4	10	6
		Supply Subtotal/Average	19	21	34	25
0509.40	Sales and Salesmanship	Glendale	-	9	5	5
		Santa Monica	19	25	23	22
		LA Subtotal	19	34	28	27
		Orange Coast	5	6	10	7
		OC Subtotal	5	6	10	7
		Supply Subtotal/Average	24	40	38	34
0606.00	Public Relations	LA Pierce	2	1	-	1
		Long Beach	-	-	1	0
		LA Subtotal	2	1	1	1
		Supply Subtotal/Average	2	1	1	1
0709.10	E-Commerce (technology emphasis)	East LA	1	1	2	1
		LA Subtotal	1	1	2	1
		Saddleback	1	-	2	1
		OC Subtotal	1	-	2	1
		Supply Subtotal/Average	2	1	4	2
		Supply Total/Average	305	385	358	349

Non-Community College Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for marketing and public relations occupations. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 708 bachelor's degrees and

26 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards. Bachelor's awards are included in this report since the two above middle-skill public relations occupations typically require a bachelor's degree.

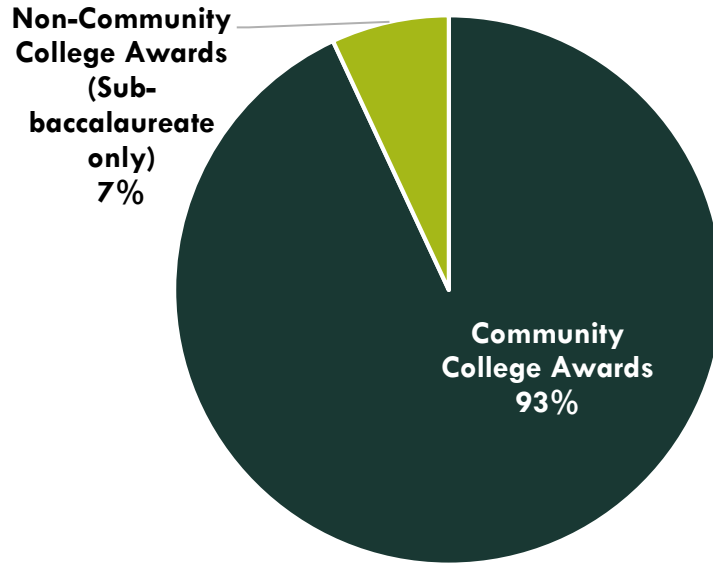
Exhibit 7: Regional non-community college awards, 2019-2021

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
09.0900	Public Relations, Advertising, and Applied Communication	Biola University	36	33	35
		Chapman University	-	54	27
		Pepperdine University	24	20	22
09.0903	Advertising	Pepperdine University	34	44	39
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Los Angeles Pacific College*	-	4	2
52.0208	E-Commerce/Electronic Commerce	University of La Verne	4	1	3
52.1401	Marketing/Marketing Management, General	California State University-Northridge	384	406	395
		Fashion Institute of Design & Merch.-LA*	27	28	28
		Fremont College*	4	1	3
		Loyola Marymount University	154	149	152
		Mount Saint Mary's University	9	3	6
		Vanguard University of Southern California	8	12	10
		Woodbury University	19	9	14
Supply Total/Average			703	764	734

*Asterisk denotes colleges where sub-baccalaureate awards were conferred.

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. The vast majority of sub-baccalaureate awards conferred in these programs are awarded by community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Market Research Analysts and Marketing Specialists (13-1161)	31,059	34,344	3,285	11%	3,851	\$27.33	\$33.76	\$48.83
Public Relations Specialists (27-3031)	9,702	10,542	840	9%	1,046	\$26.59	\$35.01	\$47.45
Above Middle-Skill Total	40,761	44,886	4,125	10%	4,897	-	-	-
Advertising Sales Agents (41-3011)	4,810	4,822	12	0%	597	\$20.06	\$30.26	\$46.24
Middle-Skill Total	4,810	4,822	12	0%	597	-	-	-
Total	45,571	49,708	4,136	9%	5,494	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Market Research Analysts and Marketing Specialists (13-1161)	12,149	13,313	1,164	10%	1,476	\$26.39	\$32.59	\$47.13
Public Relations Specialists (27-3031)	2,777	2,941	164	6%	281	\$25.27	\$33.35	\$45.25
Above Middle-Skill Total	14,926	16,254	1,328	9%	1,757	-	-	-
Advertising Sales Agents (41-3011)	995	893	(102)	(10%)	115	\$18.29	\$27.81	\$43.11
Middle-Skill Total	995	893	(102)	(10%)	115	-	-	-
Total	15,921	17,147	1,227	8%	1,872	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Market Research Analysts and Marketing Specialists (13-1161)	43,208	47,657	4,450	10%	5,327	15%	Bachelor's degree
Public Relations Specialists (27-3031)	12,479	13,483	1,003	8%	1,327	20%	Bachelor's degree
Above Middle-Skill Total	55,687	61,140	5,453	10%	6,655	-	-
Advertising Sales Agents (41-3011)	5,805	5,715	(90)	(2%)	712	21%	High school diploma or equivalent
Middle-Skill Total	5,805	5,715	(90)	(2%)	712	-	-
Total	61,492	66,855	5,363	9%	7,367	-	-

*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

Appendix B: Sources

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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