



## Digital Commerce (TOP 0509.70)

April 2024

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Digital Commerce. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study that align with these occupations:

- Marketing Managers
- Managers, All Other
- Market Research Analysts and Marketing Specialists
- Data Scientists (Business Intelligence Analysts)

### Key Findings

- In 2022, there were 15,243 jobs for the four occupations of interest in the South Central Coast Region.
- This number is expected to increase by 7% through 2027.
- Projections show approximately 1,439 annual openings in the region. There were 113 awards conferred in relevant programs, indicating an undersupply.
- According to the Bureau of Labor Statistics, all four occupations - Marketing Managers; Managers, All Other; Market Research Analysts and Marketing Specialists; and Data Scientists – typically require a bachelor's degree.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

**Occupation Codes and Descriptions**

There are four occupations in the standard occupational classification (SOC) system that were identified for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

SOC/ONET Code	Title	Description	Sample of Reported Job Titles
11-2021	<b>Marketing Managers</b>	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.	Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager
11-9199	<b>Managers, All Other</b>	All managers not listed separately.	N/A

13-1161	<b>Market Research Analysts and Marketing Specialists</b>	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.	Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher
15-2051.01	<b>Business Intelligence Analysts</b>	Produce financial and market intelligence by querying data repositories and generating periodic reports. Devise methods for identifying data patterns and trends in available information sources.	Business Intelligence Analyst, Competitive Intelligence Analyst, Data Analyst, Intelligence Analyst, Market Intelligence Analyst, Market Intelligence Consultant, Strategic Business and Technology Intelligence Consultant, Strategist

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs for Digital Commerce-related occupations is expected to increase 7% through 2027. Approximately 1,439 annual openings are expected through 2027.

**Exhibit 2 – Five-Year Projections for Digital Commerce Occupations in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
11-2021	Marketing Managers	1,957	2,065	107	5%	181
11-9199	Managers, All Other	8,279	8,701	422	5%	701
13-1161	Market Research Analysts and Marketing Specialists	4,226	4,635	408	10%	481
15-2051	Data Scientists	780	913	133	17%	76
		<b>15,243</b>	<b>16,314</b>	<b>1,071</b>	<b>7%</b>	<b>1,439</b>

Source: Lightcast™ Analyst 2023

## Earnings

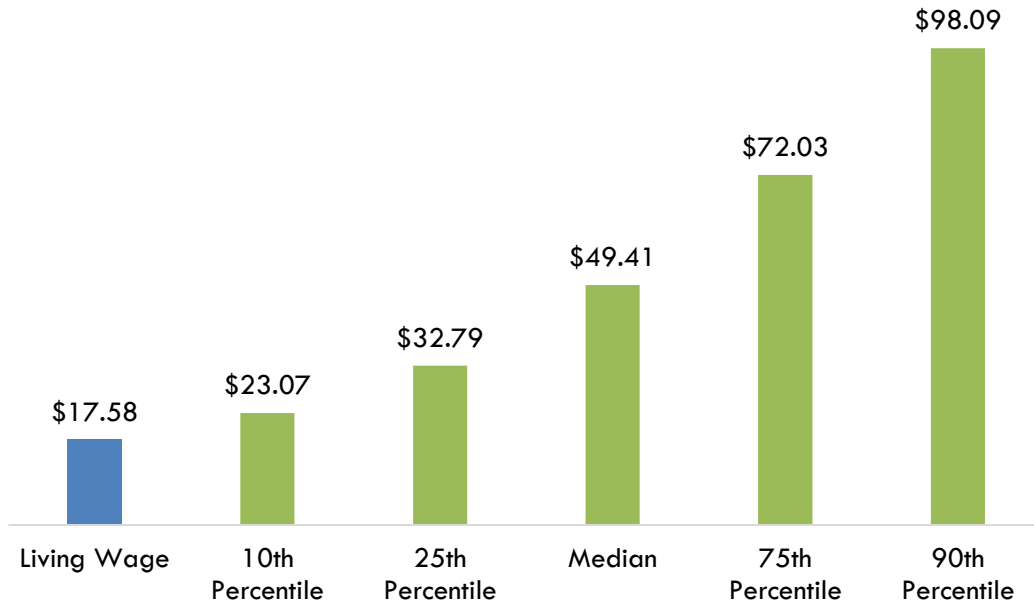
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Digital Commerce Occupations in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-2021	Marketing Managers	\$48.71	\$68.03	\$93.17
11-9199	Managers, All Other	\$22.62	\$47.42	\$80.41
13-1161	Market Research Analysts and Marketing Specialists	\$24.76	\$32.65	\$46.70
15-2051	Data Scientists	\$35.07	\$49.56	\$67.81

Source: Lightcast™ Analyst 2023

**Exhibit 3b – Earnings for Digital Commerce Occupations  
in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2023

### Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify relevant job postings, the following occupations were used:

11-2021	Marketing Managers
11-9199	Managers, All Other
13-1161	Market Research Analysts and Marketing Specialists
15-2051.01	Business Intelligence Analysts

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### Top Occupations

Over the past 12 months (April 2023 to March 2024), there have been 2,211 employer job postings for Digital Commerce Occupations.

**Exhibit 4 – Job Postings by Occupation**

SOC Code	Occupation	Job Postings, Last 12 months
11-9199	Managers, All Other	721
13-1161	Market Research Analysts and Marketing Specialists	647
11-2021	Marketing Managers	571
15-2051.01	Business Intelligence Analysts	272
	<b>Total</b>	<b>2,211</b>

Source: Lightcast™ Analyst 2023

## Top Titles

The top job titles for employers posting ads for Digital Commerce Occupations are listed in Exhibit 5.

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Last 12 months</b>
Program Managers	79
Program Coordinators	63
Marketing Managers	51
Data Analysts	50
Product Managers	42
Business Development Representatives	39
Program Specialists	31
Marketing Specialists	23
Marketing Assistants	23
Marketing Associates	20
Business Development Specialists	18
Digital Marketing Specialists	16

Source: Lightcast™ Analyst 2023

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employer posting job ads was Guitar Center Stores. The top worksite cities for these jobs were Ventura, Thousand Oaks, Santa Barbara, Simi Valley, and Oxnard.

**Exhibit 6 – Top Employers**

<b>Employer</b>	<b>Job Postings, Last 12 months</b>
Guitar Center Stores	89
Amgen	77
Deckers	58
University of California	42
YMCA	34
AppFolio	21
Amazon	17
Cox Communications	17
Sazerac Company	16
HSO Executives	15

Source: Lightcast™ Analyst 2023

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Digital Commerce Occupations. Marketing is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Microsoft Excel was the most requested software and programming skill.

**Exhibit 7 – Specialized Skills**

Skills	Job Postings, Last 12 months
Marketing	905
Project Management	409
Data Analysis	239
Social Media	236
New Product Development	212
Key Performance Indicators (KPIs)	189
Finance	188
Business Development	183
Marketing Strategies	182
Product Management	162

Source: Lightcast™ Analyst 2023

**Exhibit 7b – Baseline Skills**

Skills	Job Postings, Last 12 months
Communication	1,135
Management	762
Sales	690
Leadership	640
Planning	528
Customer Service	465
Detail Oriented	435
Operations	426
Presentations	419
Problem Solving	371

Source: Lightcast™ Analyst 2023



**Exhibit 7c – Software and Programming Skills**

<b>Skills</b>	<b>Job Postings, Last 12 months</b>
Microsoft Excel	379
Microsoft Office	310
Microsoft PowerPoint	267
Microsoft Outlook	173
SQL (Programming Language)	133

Source: Lightcast™ Analyst 2023

**Education and Training**

Exhibit 8 shows the typical entry-level education requirement for Digital Commerce Occupations along with the typical on-the-job training needed to attain competency in the occupations of interest.

**Exhibit 8 – Education and Training Requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
11-2021	Marketing Managers	Bachelor's degree	None
11-9199	Managers, All Other	Bachelor's degree	None
13-1161	Market Research Analysts and Marketing Specialists	Bachelor's degree	None
15-2051	Data Scientists	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

Between 2020 and 2023, there were 113 awards conferred in the South Central Coast region aligned with the programs that have historically trained for the occupations of interest.

**Exhibit 9 – Three-Year Average of Awards Conferred in the Region**

TOP/CIP Code	Program	3-Year Average (2020-2023)
0509.00	Marketing Distribution	73
0509.70	E-Commerce (business emphasis)	7
52.1401	Marketing/Marketing Management, General	33
52.1404	Digital Marketing	-
	<b>Average</b>	<b>113</b>

Source: Datamart and IPEDS

### CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Digital Commerce Occupations.

**Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average**

CCC Programs	3-Year Average
Allan Hancock	6
Antelope Valley	1
Canyons	43
Cuesta	5
Santa Barbara	25

Source: DataMart, 2023

**Sources**

O\*Net Online, Lightcast™ Analyst 2023, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

**Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Digital Commerce. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.