



## Labor Market Analysis: 0509.00 – Marketing and Distribution

### Marketing I – Certificate requiring 8 to fewer than 16 semester units

Los Angeles Center of Excellence, January 2025

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

## SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupation<sup>1</sup> or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the one identified middle-skill occupation in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed an associate degree or less educational attainment.

**Recommendation:** Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

## Key Findings

### Supply Gap

- 528 annual job openings are projected in the region through 2028. This number is greater than the three-year average of 393 awards conferred by educational institutions in the region.

<sup>1</sup> Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. 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
- 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.

### **Living Wage**

- \$23.04 is the typical entry-level hourly wages for *advertising sales agents*, which is lower than Los Angeles County’s self-sufficiency standard hourly (\$24.03/hour).<sup>2</sup>

### **Educational Attainment**

- A high school diploma or equivalent is the typical entry-level education for *advertising sales agents*, according to the Bureau of Labor Statistics (BLS).
- 38% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

### **Community college supply**

- 24 community colleges issued awards related to marketing, sales, and advertising in the greater LA/OC region.
- 372 awards (degrees and certificates) were conferred on average each year between 2021 and 2023.

### **Other postsecondary supply**

- 2 educational institutions in the LA/OC region have conferred awards in programs related to marketing over the past three years.
- 21 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2020 and 2022.

## **TARGET OCCUPATION**

LA COE prepared this report to provide regional labor market and postsecondary supply 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.<sup>3</sup>

## **OCCUPATIONAL DEMAND**

Exhibit 1 shows the five-year occupational demand projections for *advertising sales agents*. In the greater Los Angeles/Orange County region, the number of jobs related to this occupation is projected to decrease by 5% through 2028. However, there will be more than 500 job openings per year through 2028 due to retirements and workers leaving the field. The majority of jobs in 2023 for *advertising sales agents* (83%) were located in Los Angeles County.

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<sup>2</sup> Center for Women’s Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

<sup>3</sup> [Advertising Sales Agents \(bls.gov\)](https://www.bls.gov)

### Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties<sup>4</sup>

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	4,235	4,090	(144)	(3%)	440
Orange	882	789	(93)	(11%)	88
<b>Total</b>	<b>5,116</b>	<b>4,879</b>	<b>(237)</b>	<b>(5%)</b>	<b>528</b>

### Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand the target occupation in Los Angeles County. Positive scores for automation resilience<sup>5</sup> reflect a lower-than-average threat of the occupation(s) being replaced by automation, while negative scores reflect a greater-than-average risk of automation. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements.

### Exhibit 2: Detailed employment and occupational demand, Los Angeles County<sup>6</sup>

Occupation	2023 Jobs	2028 Jobs	5-Yr % Change	Annual Openings	Automation Resilience	% Aged 55 and older
Advertising Sales Agents	4,235	4,090	(3%)	440	4.7	20%

## WAGES

The labor market endorsement in this report considers the entry-level hourly wages for *advertising sales agents* 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 Los Angeles/Orange County region.

### Los Angeles County

The typical entry-level hourly wages for *advertising sales agents* are \$23.04, which is below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Experienced workers can expect to earn wages of \$46.76, which is higher than the self-sufficiency standard (Exhibit 3).

<sup>4</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

<sup>5</sup> Automation risk is calculated based on the percentage of time spent on high-risk compared to low-risk work, the number of high-risk jobs in compatible occupations, and the overall industry automation risk.

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

### Exhibit 3: Earnings for occupation in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Advertising Sales Agents	\$23.04	\$30.46	\$46.76	\$63,400

\*Rounded to the nearest \$100

### Orange County

The typical entry-level hourly wages for *advertising sales agents* are \$20.58, which is below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Experienced workers can expect to earn wages of \$42.82, which is higher than the self-sufficiency standard (Exhibit 4).

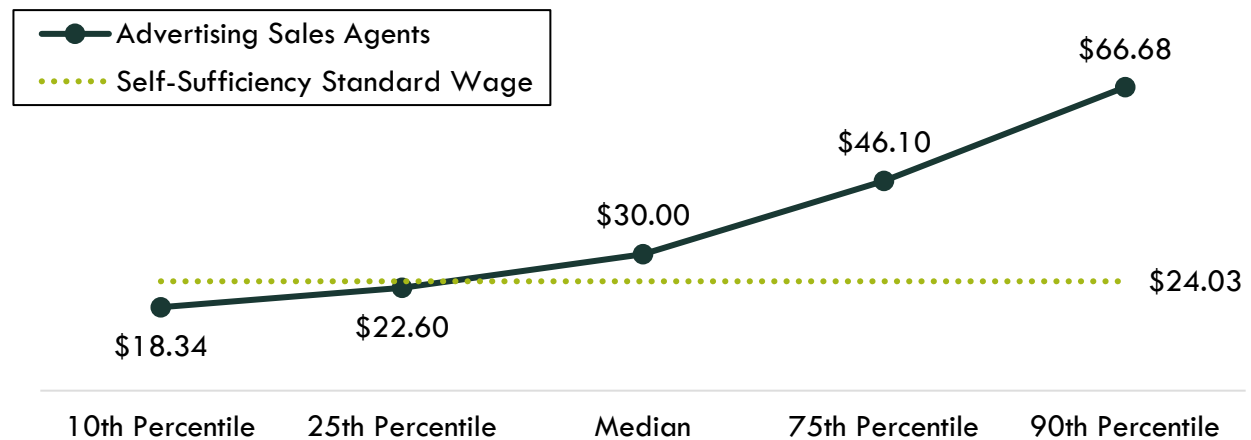
### Exhibit 4: Earnings for occupation in Orange County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Advertising Sales Agents	\$20.58	\$27.58	\$42.82	\$57,400

\*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupation in this report are \$22.60; this is below the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupation in this report, for entry-level to experienced workers.

### Exhibit 5: Average hourly earnings for advertising sales agents, Los Angeles and Orange counties



## JOB POSTINGS

There were 2,481 online job postings related to *advertising sales agents* listed in the past 12 months in Los Angeles and Orange counties. Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupation in this report (Exhibit 6).

**Exhibit 6: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties**

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> <li>• Marketing coordinators</li> <li>• Digital marketing coordinators</li> <li>• Sales and marketing coordinators</li> <li>• Sales and marketing assistants</li> <li>• Advertising sales executives</li> <li>• Community outreach assistants</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Social media</li> <li>• Project management</li> <li>• Digital marketing</li> <li>• Marketing strategies</li> <li>• Marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>• Disney</li> <li>• Terraboost Media</li> <li>• Live Nation</li> <li>• NBC</li> <li>• Universal Music Group</li> </ul>

In the greater Los Angeles/Orange County region, 54% of the *advertising sales agent* job postings listed a minimum educational requirement. Exhibit 7 details the number and percentage of job postings by educational level.

**Exhibit 7: Education levels requested in job postings for advertising sales agents, Los Angeles and Orange counties**

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,098	82%
Associate degree	84	6%
High school diploma or vocational training	160	12%

## EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *advertising sales agents* (Exhibit 8). However, the national-level data indicates 38% of workers in the field have completed an associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupation in this report:

**Exhibit 8: Entry-level education preferred by employers nationally, Bureau of Labor Statistics**

Occupation	Education Level
Advertising sales agents	High school diploma or equivalent

## EDUCATIONAL SUPPLY

### Community College Supply

Exhibit 9 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupation of interest. The colleges with the most completions in the region are Santa Monica, Santiago Canyon, and Orange Coast.

**Exhibit 9: Regional community college awards (certificates and degrees), 2021-2023**

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
0509.00	Marketing and Distribution	Cerritos	14	26	21	20
		Compton	-	1	-	0
		East LA	8	6	7	7
		El Camino	9	6	6	7
		Glendale	3	4	2	3
		LA City	15	13	13	14
		LA Harbor	-	1	-	0
		LA Pierce	8	10	15	11
		LA Trade-Tech	7	4	3	5
		LA Valley	24	27	32	28
		Long Beach	15	18	15	16
		Mt San Antonio	12	9	14	12
		Pasadena	3	17	8	9
		Rio Hondo	11	7	6	8
		Santa Monica	54	61	58	58
		West LA	1	4	3	3
		<b>LA Subtotal</b>	<b>184</b>	<b>214</b>	<b>203</b>	<b>200</b>
		Coastline	-	-	7	2
		Cypress	4	-	6	3
		Fullerton	8	4	6	6
		Golden West	4	6	5	5
		Orange Coast	48	20	11	26
		Saddleback	15	19	33	22
		Santa Ana	2	1	1	1
		Santiago Canyon	57	17	50	41
		<b>OC Subtotal</b>	<b>138</b>	<b>67</b>	<b>119</b>	<b>108</b>
		<b>Supply Subtotal/Average</b>			<b>322</b>	<b>281</b>
0509.10	Advertising	Santa Monica	17	24	25	22
		<b>LA Subtotal</b>	<b>17</b>	<b>24</b>	<b>25</b>	<b>22</b>
		Orange Coast	2	4	-	2
		Santiago Canyon	2	6	12	7
		<b>OC Subtotal</b>	<b>4</b>	<b>10</b>	<b>12</b>	<b>9</b>
<b>Supply Subtotal/Average</b>			<b>21</b>	<b>34</b>	<b>37</b>	<b>31</b>
0509.40		Glendale	9	5	10	8

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
	Sales and Salesmanship	Santa Monica	25	23	12	20
		<b>LA Subtotal</b>	<b>34</b>	<b>28</b>	<b>22</b>	<b>28</b>
		Orange Coast	6	10	-	5
		<b>OC Subtotal</b>	<b>6</b>	<b>10</b>	<b>-</b>	<b>5</b>
<b>Supply Subtotal/Average</b>			<b>40</b>	<b>38</b>	<b>22</b>	<b>33</b>
<b>Supply Total/Average</b>			<b>383</b>	<b>353</b>	<b>381</b>	<b>372</b>

## Other Postsecondary Supply

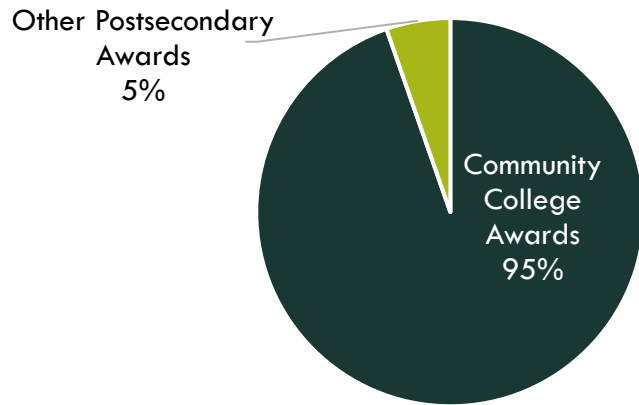
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for *advertising sales agents*. Exhibit 10 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2020 to 2022. Between 2020 and 2022, other postsecondary college institutions in the region conferred an average of 21 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

### Exhibit 10: Other regional postsecondary awards, 2020-2022

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
52.1401	Marketing/Marketing Management, General	Fashion Institute of Design & Merch.	27	16	15	19
		Fremont University	4	1	-	2
<b>Supply Total/Average</b>			<b>31</b>	<b>17</b>	<b>15</b>	<b>21</b>

Exhibit 11 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by community colleges in the greater Los Angeles/Orange County region.

**Exhibit 11: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region**



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**DATA 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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