CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH
BAY AREA

Labor Market Analysis for Program Recommendation
Marketing Occupations
San Francisco-Peninsula Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Associate Program

November 2026

Summary

Recommendation Based on Labor Market Data: ☑ Yes ☐ With Reservations No		
	Earning Wage Meets Living Wage	**Meets Demand**
Bay Region	**Entry Level Hourly Wage- $29** **Mid-Career Hourly Wage- $41** **Mid-Career Hourly Wage at or above the Bay Living Wage ($27)?** **☑ Yes** **☐ No**	**Demand: 225** **Supply: 119 (53% of Demand is Met)** **Gap: 106** **In-Demand?** **☑ Yes** **☐ No**
San Francisco-Peninsula Subregion	**Entry Level Hourly Wage- $29** **Mid-Career Hourly Wage- $41** **Mid-Career Hourly Wage at or above the Subregion Living Wage ($31)?** **☑ Yes**	**Demand: 120** **Supply: 33 (28% of Demand is Met)** **Gap: 87** **In-Demand?** **☑ Yes**
	☐ No	**☐No**

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence also includes the MIT Living

Wage Calculator in the Methodology section at the end of the report, as it provides more current data and serves as an additional point of reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data support this proposed program at this time. The occupations meet both the Bay Region and San Francisco-Peninsula subregion living wage at the entry and mid-career levels. An additional 106 students are needed in the Bay Region and 87 students in the San Francisco-Peninsula subregion to complete their program. Lastly, only 53% of labor market demand is being met in the Bay Region, and 28% of demand is being met in the San Francisco-Peninsula subregion overall.

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 subregion in the state and region.

This report profiles Marketing Occupations in the 12 county Bay Region and in the San Francisco-Peninsula subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

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

Typical Entry-Level Education: High school diploma or equivalent
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 24%

Occupational Demand

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

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Advertising Sales Agents	2,253	2,165	-88	-4%	1,126	225	$29	$41
Total	**2,253**	**2,165**	**-88**	**-4%**	**1,126**	**225**	**$29**	**$41**

Source: Lightcast 2026.3
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 Occupations in the San Francisco-Peninsula Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Advertising Sales Agents	1,230	1,174	-56	-5%	602	120	$29	$41

Total	**1,230**	**1,174**	**-56**	**-5%**	**602**	**120**	**$29**	**$41**

Source: Lightcast 2026.3

San Francisco-Peninsula Subregion includes: San Francisco, San Mateo Counties

Job Postings in the Bay Region and San Francisco-Peninsula Subregion

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

Occupation	Bay Region	San Francisco-Peninsula
Advertising Sales Agents	1,567	555

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4a. Top Job Titles in Job Postings for Marketing Occupations in the Bay Region

Title	Bay	Title	Bay
Marketing Coordinators	269	Representatives	16
Founders	33	Event Marketing Coordinators	15
Sales and Marketing Coordinators	31	Special Events Marketing Coordinators	14
Community Builders	30	Marketing Operations Coordinators	14
In-House Marketing Coordinators	30	Growth Interns	14
Digital Marketing Coordinators	26	Digital Advertising Managers	14
Global Marketing Directors	26	Sales and Marketing Assistants	12
Farmers Market Managers	24	Field Marketing Coordinators	12
Marketing Communications Coordinators	22	Project Assistants	12

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4b. Top Job Titles in Job Postings for Marketing Occupations in the San Francisco-Peninsula Subregion

Title	Subregion	Title	Subregion
Marketing Coordinators	81	Small/Medium Business Account Executives	6
Sales and Marketing Coordinators	12	Global Marketing Directors	6
Founders	11	Marketing Communications Coordinators	6
Farmers Market Managers	10	Influencer Marketing Managers	6
Field Marketing Coordinators	10	Small Business Account Executives	5
Digital Marketing Coordinators	9	Account Executives	5
In-House Marketing Coordinators	9	Marketing Operations Coordinators	5
Community Builders	8	Brand Marketing Coordinators	5
Event Marketing Coordinators	8	Commercial Account Executives	5

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Industry Concentration

Table 5. Industries Hiring for Marketing Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	513	496	-3%	23%

Web Search Portals and All Other Information Services	454	470	3%	20%
Advertising Agencies	271	238	-12%	12%
Newspaper Publishers	146	126	-13%	6%
Public Relations Agencies	145	125	-14%	6%
Other Services Related to Advertising	143	151	5%	6%
Radio Broadcasting Stations	71	58	-18%	3%
Software Publishers	38	39	2%	2%
Television Broadcasting Stations	35	42	21%	2%
All Other Publishers	34	29	-16%	2%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Marketing Occupations in the Bay Region and the San Francisco-Peninsula Subregion

Employer	Bay	Employer	San Francisco-Peninsula
5 Ronds	30	County Of San Mateo	14
Nucleus Corporation	30	Oakmont Management Group	10
Robert Half	28	5 Ronds	8
Akkadian Ventures	26	Nucleus Corporation	8
Oakmont Management Group	24	Google	7
Terraboost Media	23	Akkadian Ventures	6

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Educational Supply

There are 12 community colleges in the Bay Region issuing 118 awards on average annually (last 3 years ending 2024-25) on TOP 0509.00 - Marketing and Distribution. In the San Francisco-Peninsula subregion, there are three community colleges that issued 32 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing one award on average annually (last 3 years ending 2023-24) on CIP 52.1401- Marketing/Marketing Management, General. There is one other CTE educational institution in the San Francisco-Peninsula subregion issuing one award on average annually (last 3 years) on this CIP code.

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

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Canada	San Francisco-Peninsula	2	0	4	6
Chabot Hayward	East Bay	0	0	4	4
Deanza	Silicon Valley	8	0	11	19
Diablo Valley	East Bay	0	0	29	29
Laney	East Bay	3	0	2	5
Las Positas	East Bay	5	0	3	8
Monterey	SC-Monterey	0	0	1	1
Napa	North Bay	0	0	1	1
San Francisco	San Francisco-Peninsula	9	0	15	24

San Jose City	Silicon Valley	5	4	7	16
San Mateo	San Francisco-Peninsula	0	0	2	2
Solano	North Bay	2	1	0	3
Total		**34**	**5**	**79**	**118**

Source: CCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 52.1401- Marketing/Marketing Management, General in the Bay Region

College	Subregion	Certificates of less than 1 year	Total
Golden Gate University	San Francisco-Peninsula	1	1
Total		**1**	**1**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 225 annual openings for the Marketing occupational cluster and 119 annual (3-year average) awards for an annual undersupply of 106 students. In the San Francisco-Peninsula subregion, there is also a gap with 120 annual openings and 33 annual (3-year average) awards for an annual undersupply of 87 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 Program	State 0509.00	Bay 0509.00	San Francisco-Peninsula 0509.00
Students with a Job Closely Related to Their Field of Study	75%	70%	68%	77%
Median Annual Earnings for SWP Exiting Students	$59,448	$42,885	$45,580	$52,712
Median Change in Earnings for SWP Exiting Students	30%	32%	38%	32%
Exiting Students Who Attained the Living Wage	50%	40%	36%	34%

Source: DataVista Program Median of 2021 to 2023.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Marketing Occupations in the Bay Region

Skill	Posting	Skill	Posting
Marketing	956	Business Development	167
Customer Relationship Management	282	Digital Marketing	165
Project Management	277	Content Creation	159

Social Media	276	Canva (Software)	152
Marketing Communications	225	Graphic Design	133
Marketing Materials	211	Business To Business	126
Sales Prospecting	199	Photography	126
Google Workspace	185	Adobe Creative Suite	122
Event Planning	172	Email Marketing	118
Workflow Management	169	Adobe InDesign	108

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 10. Certifications in Job Postings for Marketing Occupations in the Bay Region

Certification	Posting	Certification	Posting
First Aid Certification	46	Association Of Proposal Management Professionals (APMP) Certification	2
Real Estate Salesperson License	14	Life And Health Insurance License	1
Cardiopulmonary Resuscitation (CPR) Certification	4	ServSafe Certification	1
Automated External Defibrillator (AED) Certification	2	Lifeguard Certification	1
Insurance License	2	Responsible Beverage Service (RBS) Certification	1

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026Automated External Defibrillator

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

Education Level	Job Postings	% of Total
High school or GED	116	19%
Associate degree	45	7%
Bachelor's degree & higher	457	74%

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026
Note: 67% 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.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence also provides estimates from the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which offers more current data. Furthermore, the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, so their estimates are not directly comparable or interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds. As a result, using MIT estimates may identify fewer occupations as providing a living wage, even when the underlying occupational wage data have not changed. For comparison, the MIT living wage is $33 per hour for the Bay Region and $35 per hour for the San Francisco-Peninsula subregion. Under the California Self-Sufficiency Standard, the living wage is $27 per hour for the Bay Region and $31 per hour for the San Francisco-Peninsula subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online
Lightcast
CTE LaunchBoard www.calpassplus.org
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
CCCCO Data Mart

Contacts

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