

⚠ Endorsed: Caution Advised			
Program LMI Endorsement Criteria			
	Met <input checked="" type="checkbox"/>	Partially Met <input type="checkbox"/>	Not Met <input type="checkbox"/>
Supply Gap:	There are projected to be <b>5,235 annual job openings</b> throughout Los Angeles and Orange counties for <i>sales representatives, wholesale and manufacturing, except technical and scientific products</i> , which <b>is more than the 1,122 awards conferred by educational institutions</b> .		
Self-Sufficiency Standard Living Wage <sup>1</sup> :	Met <input type="checkbox"/>	Partially Met <input type="checkbox"/>	Not Met <input checked="" type="checkbox"/>
	<b>Typical entry-level wages</b> for <i>sales representatives, wholesale and manufacturing, except technical and scientific products</i> are \$24.35, <b>which is below the OC living wage of \$27.13</b> .		
Education:	Met <input type="checkbox"/>	Partially Met <input checked="" type="checkbox"/>	Not Met <input type="checkbox"/>
	Although <i>sales representatives, wholesale and manufacturing, except technical and scientific products</i> typically require a high school diploma, <b>nearly 29% of workers in the field have completed some college or an associate degree as their highest level of education</b> .		

## Summary

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles and Orange counties regional labor market related to one occupation:

- Middle-Skill
  - *Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)*

Based on the available data, there appears to be a supply gap for *sales representatives, wholesale and manufacturing, except technical and scientific products* and typical education requirements partially align with a community college education. However, entry-level wages are below the Self-Sufficiency Standard living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the middle-skill occupations included in this report.

<sup>1</sup> The living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage; Orange County's living wage of \$27.13, was last updated in March 2024.

## Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	LA: 3,659 OC: 1,577	LA: 995 OC: 127	OC: \$24.35	High school diploma or equivalent	29%
<b>Total</b>	<b>5,235</b>	<b>1,122</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

### Demand

- In Los Angeles and Orange counties, the number of jobs related to *sales representatives, wholesale and manufacturing, except technical and scientific products* is projected to decrease 9% through 2029, equating to 5,235 annual job openings.
- Hourly entry-level wages for *sales representatives, wholesale and manufacturing, except technical and scientific products* are \$24.35 in Orange County, which is below the Self-Sufficiency Standard living wage.
- There were 16,784 online job postings for *sales representatives, wholesale and manufacturing, except technical and scientific products* over the past 12 months. The highest number of postings were for sales representatives, account executives, and account managers.
- The typical entry-level education for *sales representatives, wholesale and manufacturing, except technical and scientific products* is a high school diploma or equivalent.
- Approximately 29% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

### Supply

- Between 2021 to 2024, an average of 329 awards were conferred by 25 community colleges for the middle-skill occupation in Los Angeles and Orange counties.
  - Community colleges conferred an average of 15 awards applicable towards the above middle-skill occupation.
- From 2020 to 2023, non-community college institutions conferred an average of 793 awards for the middle-skill occupation.
  - Non-community colleges conferred an average of 39 awards the above middle-skill occupation.
- In the 2022-23 academic year, Orange County community college students that exited marketing and distribution programs had a median annual wage of \$38,888 (\$18.70 per hour) post-exit, and 27% attained the regional living wage.
- In 2021-22, 62% of Orange County marketing and distribution students that exited their programs reported working a job closely related to their field of study.

## Above Middle-Skill Occupations

Although the endorsement summary is based on occupations attainable at the community college level, including related above middle-skill occupations can help illustrate potential career pathways and emerging labor market trends. Since the related program may serve as a stepping-stone toward further education and training, the following above middle-skill occupation, which requires a bachelor's degree or higher, is included in this report:

- Above Middle-Skill – denoted with a caret (^) throughout this report.
  - *Marketing Managers (11-2021)*<sup>^</sup>
  - *Market Research Analysts and Marketing Specialists (13-1161)*<sup>^</sup>

Exhibit 2 lists the occupational demand, supply, typical entry-level education, and educational attainment for the above middle-skill occupations included in this report.

Exhibit 2: Labor Market Summary for Above Middle-Skill Occupation

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Marketing Managers (11-2021) <sup>^</sup>	LA: 1,141 OC: 459 TTL: 1,600	Accounted for Below	OC: \$53.62	Bachelor's degree	12%
Market Research Analysts and Marketing Specialists (13-1161) <sup>^</sup>	LA: 2,491 OC: 990 TTL: 3,481	LA: 41 OC: 13 TTL: 54	OC: \$28.46	Bachelor's degree	12%
<b>Total</b>	<b>5,081</b>	<b>54</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

## Demand

### Occupational Projections

Exhibit 3 shows the annual percentage change in jobs for these marketing occupations from 2019 through 2029. Between 2019 and 2020, employment levels across Los Angeles and Orange counties declined sharply due to the broader economic impacts of the COVID-19 pandemic. From 2021 to 2024, Orange County saw a fluctuation in employment; however, beginning in 2025, job levels are projected to grow at a slower rate than all occupations through 2029.

Exhibit 3: Annual Percentage Change in Jobs for Marketing Occupations, 2019-2029

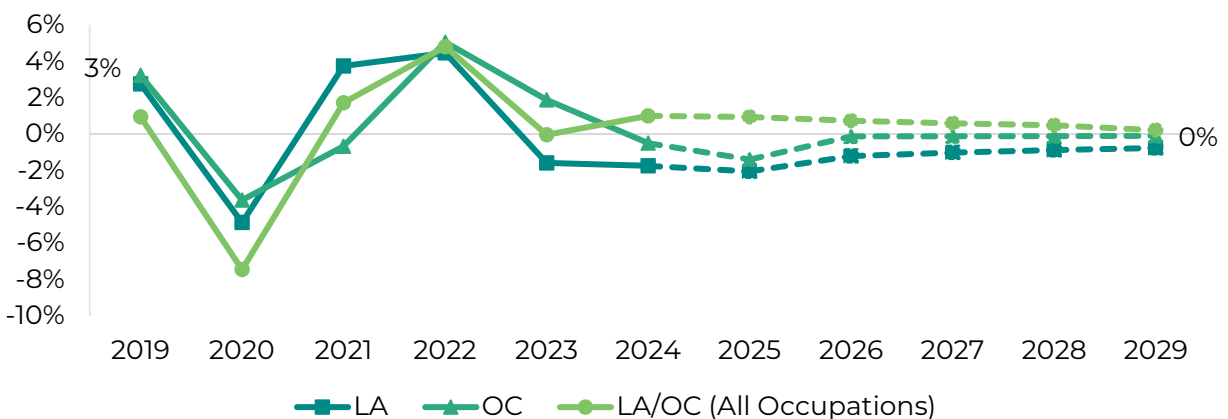


Exhibit 4 shows the five-year occupational demand projections for *sales representatives, wholesale and manufacturing, except technical and scientific products*. In Los Angeles and Orange counties, the number of jobs related to this occupations is projected to decrease 9% through 2029. There is projected to be 5,235 available annually.

Exhibit 4: Middle-Skill Occupational Demand in Los Angeles and Orange Counties<sup>2</sup>

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	44,218	39,594	(4,624)	-10%	3,659
Orange	18,629	17,789	(840)	-5%	1,577
<b>Total</b>	<b>62,848</b>	<b>57,383</b>	<b>(5,464)</b>	<b>-9%</b>	<b>5,235</b>

Exhibit 5 shows the five-year occupational demand projections for these above middle-skill marketing occupations. In Los Angeles and Orange counties, the number of jobs related to this occupation is projected to decrease 1% through 2029. There is projected to be 5,081 available annually.

Exhibit 5: Above-Middle Skill Occupational Demand in Los Angeles and Orange Counties

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	44,748	44,204	(544)	-1%	3,632
Orange	17,460	17,626	166	1%	1,449
<b>Total</b>	<b>62,208</b>	<b>61,830</b>	<b>(378)</b>	<b>-1%</b>	<b>5,081</b>

## Wages

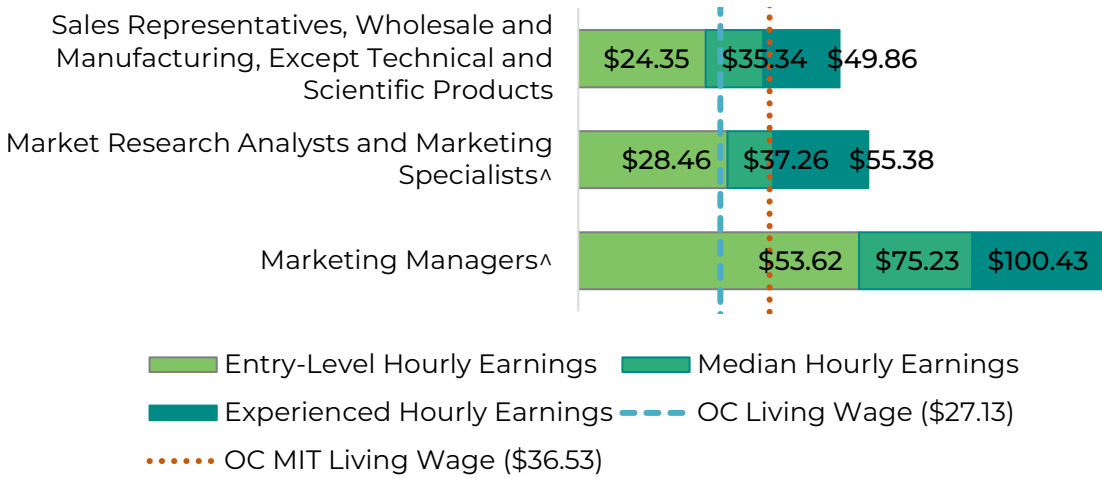
The labor market endorsement in this report considers the entry-level hourly wages for these marketing occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

In addition to the Self Sufficiency Standard living wage, data for the MIT Living Wage (updated on February 15, 2026) is provided as a reference. Currently, the MIT Living Wage in Orange County is \$36.53. Both figures account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, and are notated in the exhibits below.

In Orange County, entry-level wages for *sales representatives, wholesale and manufacturing, except technical and scientific products* are \$24.35, which is below the Self-Sufficiency living wage of \$27.13 for a single adult. Exhibit 6 shows the wage range for each of these marketing occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

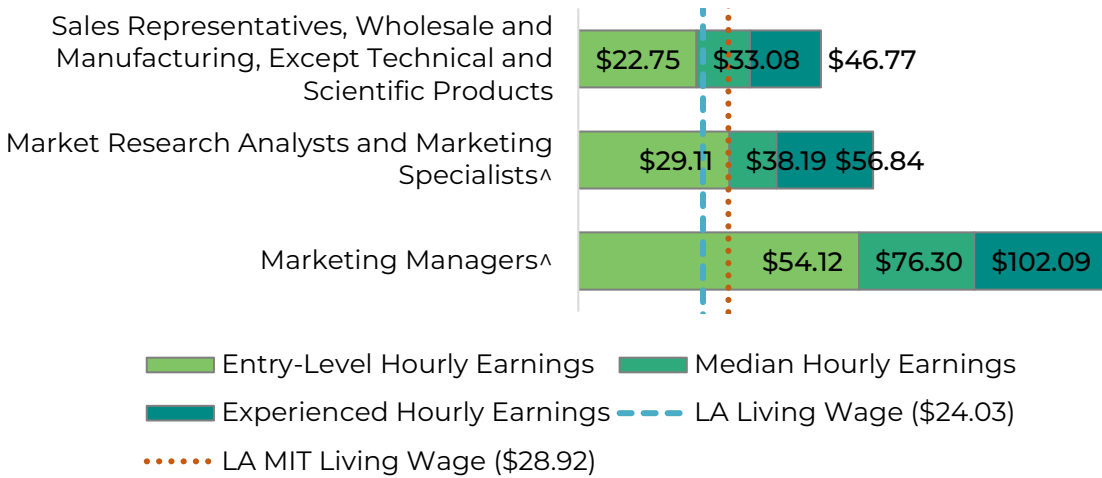
<sup>2</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

### Exhibit 6: Wages by Occupation in Orange County



In Los Angeles County, entry-level wages for *sales representatives, wholesale and manufacturing, except technical and scientific products* are \$22.75, which is below the Self-Sufficiency living wage of \$24.03 for a single adult. Exhibit 7 shows the wage range for each of these marketing occupations in Los Angeles County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

### Exhibit 7: Wages by Occupation in Los Angeles County



### Resilient Jobs and U.S. News & World Report Best Jobs

Exhibit 8 shows if each occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2025 U.S. News & World Report (USN&WR) Best Job<sup>3</sup>. Only one occupation, *market research analysts and marketing specialists^*, met the criteria for all three designations. Additionally, *marketing managers^* is considered as a 2025 USN&WR job.

<sup>3</sup> "100 Best Jobs," U.S. News & World Report, accessed January 28, 2025, <https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs>.

Exhibit 8: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2025 USN&WR Best Job
Marketing Managers <sup>^</sup>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Market Research Analysts and Marketing Specialists <sup>^</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Job Postings

**Important Job Postings Data Note:** There are limitations when analyzing job postings. A single job posting may not represent a single job opening for a variety of reasons.

There were 39,424 online job postings related to these marketing occupations listed in the past 12 months. Exhibit 9 shows the number of job postings by occupation. Over 43% of job postings were for sales representatives, wholesale and manufacturing, except technical and scientific products and nearly 31% were for marketing managers<sup>^</sup>.

Exhibit 9: Number of Job Postings by Occupation (n= 39,424)

Occupation	Job Postings	Percentage of Job Postings
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	16,784	43%
Marketing Managers <sup>^</sup>	12,360	31%
Market Research Analysts and Marketing Specialists <sup>^</sup>	10,280	26%
<b>Total Postings</b>	<b>39,424</b>	<b>100%</b>

Job Postings for Middle-Skill Occupation

The top job titles for sales representatives, wholesale and manufacturing, except technical and scientific products in the region, by number of job postings, are shown in Exhibit 10.

Exhibit 10: Top Job Titles by Number of Job Postings for Middle-Skill Occupation (n=16,784)

Job Titles	Job Postings	Percentage
Sales Representatives	1,772	11%
Account Executives	1,106	7%
Account Managers	1,031	6%
Sales Account Managers	292	2%
Key Account Managers	261	2%
Sales Executives	236	1%
Retail Sales Representatives	212	1%
Enterprise Account Executives	192	1%
Sales Account Executives	180	1%
Bilingual Sales Representatives	175	1%

The top employers for *sales representatives, wholesale and manufacturing, except technical and scientific products* in the region, by number of job postings, are shown in Exhibit 11.

Exhibit 11: Top Employers by Number of Job Postings for Middle-Skill Occupation (n=16,784)

Employer	Job Postings	Percentage of Job Postings
Spectrum	250	1%
AT&T	179	1%
GPAC	161	1%
Amazon	145	1%
JCB	111	1%
Stryker	95	1%
Uline	88	1%
T-Mobile US	79	>1%
AppleOne	72	>1%
Marsh McLennan	71	>1%

The top specialized, soft, and computer skills for *sales representatives, wholesale and manufacturing, except technical and scientific products* listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 12.

Exhibit 12: Top Skills by Number of Job Postings for Middle-Skill Occupation (n=16,784)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Sales Prospecting (4,537)	Sales (13,806)	Microsoft Office (2,480)
Marketing (4,457)	Communication (9,071)	Microsoft Excel (2,137)
Customer Relationship Management (4,427)	Customer Service (6,463)	Salesforce (2,026)
Selling Techniques (4,422)	Management (4,382)	Microsoft PowerPoint (1,376)
Account Management (3,573)	Presentations (3,890)	Microsoft Outlook (1,197)
Business To Business (2,773)	Negotiation (3,202)	Customer Relationship Management (CRM) Software (589)
Business Development (2,213)	Leadership (2,868)	Microsoft Word (535)
Salesforce (2,026)	Problem Solving (2,785)	Productivity Software (378)
Sales Strategy (1,748)	Operations (2,698)	Sales Force Management Systems (244)
Sales Process (1,482)	Microsoft Office (2,480)	HubSpot CRM (242)

## Job Postings for Above Middle-Skill Occupation

The top job titles for these above middle-skill marketing occupations in the region, by number of job postings, are shown in Exhibit 13.

Exhibit 13: Top Job Titles by Number of Job Postings for Above Middle-Skill Occupation (n=22,640)

Job Titles	Job Postings	Percentage
Product Managers	1,077	5%
Marketing Managers	757	3%
Marketing Specialists	373	2%
Directors of Marketing	359	2%
Business Development Representatives	307	1%
Product Marketing Managers	278	1%
Marketing Assistants	264	1%
Digital Marketing Specialists	222	1%
Digital Marketing Managers	204	1%
Social Media Coordinators	189	1%

The top employers for these above middle-skill marketing occupations in the region, by number of job postings, are shown in Exhibit 14.

Exhibit 14: Top Employers by Number of Job Postings for Above Middle-Skill Occupation (n=22,640)

Employer	Job Postings	Percentage of Job Postings
Amazon	372	2%
Robert Half	246	1%
Disney	212	1%
Enterprise Bank & Trust	205	1%
Google	200	1%
Nike	180	1%
NBC	178	1%
24 Seven	143	1%
Tiktok	140	1%
Snap Inc.	133	1%

The top specialized, soft, and computer skills for these above middle-skill marketing occupations listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 15.

Exhibit 15: Top Skills by Number of Job Postings for Above Middle-Skill Occupation (n=22,640)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Marketing (14,915)	Communication (13,878)	Microsoft Excel (3,018)
Project Management (5,234)	Sales (8,889)	Microsoft Office (2,482)
Social Media (4,336)	Leadership (7,364)	Microsoft PowerPoint (2,467)
Product Management (4,296)	Management (5,957)	TikTok (2,296)

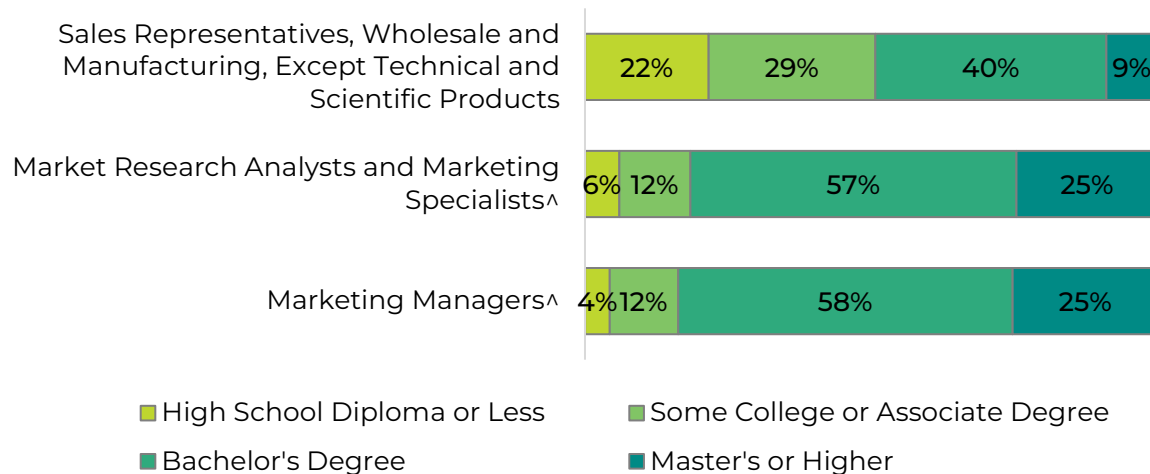
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Digital Marketing (4,083)	Detail Oriented (5,847)	Google Analytics (1,629)
New Product Development (4,081)	Planning (5,315)	Dashboard (1,513)
Marketing Strategies (4,034)	Operations (4,877)	Salesforce (1,482)
Analytics (3,981)	Presentations (4,506)	Adobe Photoshop (1,228)
Key Performance Indicators (KPIs) (3,695)	Innovation (4,358)	Canva (Software) (1,220)
Customer Relationship Management (3,340)	Research (4,179)	SQL (Programming Language) (1,137)

## Educational Attainment

The Bureau of Labor Statistics (BLS) lists high school diploma or equivalent as typical education for *sales representatives, wholesale and manufacturing, except technical and scientific products*, and bachelor's degree for *market research analysts and marketing specialists*<sup>^</sup> and *marketing managers*<sup>^</sup>.

The national-level educational attainment data indicates between 12% and 29% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 16 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 16: National-level Educational Attainment for Occupations



## Requested Minimum Education Requirement

Of the cumulative job postings for these marketing occupations in Los Angeles and Orange counties that listed a minimum education requirement:

- 54% (9,131) of Middle-Skill Job Postings
  - 33% (3,056) requested a high school diploma or associate degree.
  - 66% (6,046) requested a bachelor's degree.
- 54% (12,327) of Above Middle-Skill Job Postings
  - 11% (1,309) requested a high school diploma or associate degree.
  - 86% (10,582) requested a bachelor's degree.

## Educational Supply

The following supply tables display the total supply for these middle-skill marketing occupations that align with these TOP and CIP codes and program needs.

### Community College Supply

Exhibit 17 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Marketing and Distribution (0509.00)
- E-Commerce (Business emphasis) (0509.70)
- Travel Services and Tourism (3009.00)

The colleges with the most completions in the region are Santa Monica (62), followed by Santiago Canyon (30), and Santiago Canyon (30). Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

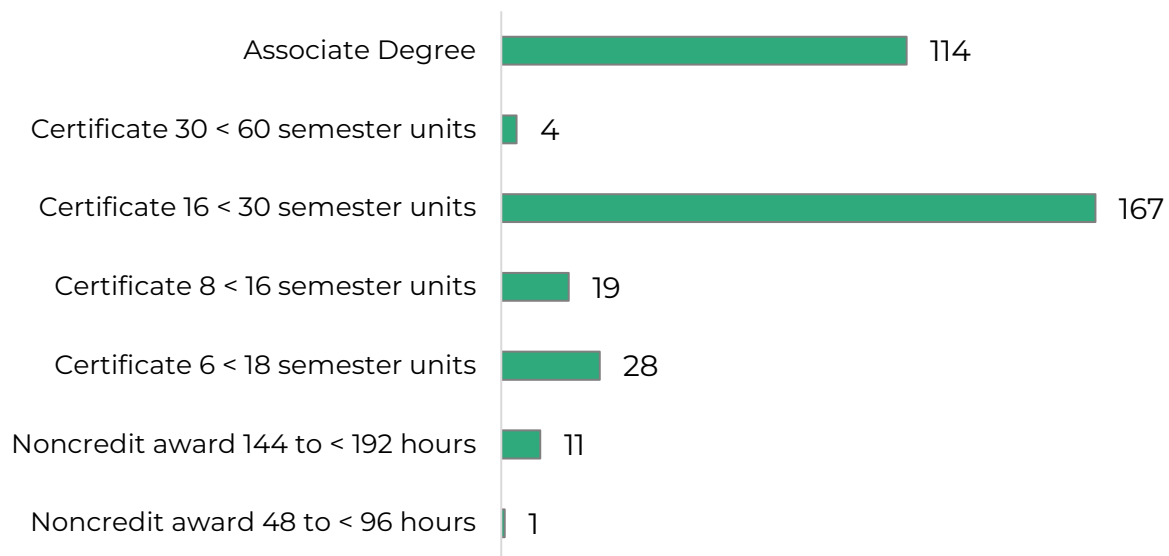
Exhibit 17: Regional Community College Awards (Certificates and Degrees), 2021-2024

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average	
0509.00	Marketing and Distribution	Cerritos	26	21	29	25	
		Citrus	0	0	3	1	
		Compton	1	0	0	0	
		East LA	6	7	7	7	
		El Camino	6	6	7	6	
		Glendale	4	2	9	5	
		LA City	13	13	32	19	
		LA Harbor	1	0	0	0	
		LA Pierce	10	15	4	10	
		LA Trade	4	3	0	2	
		LA Valley	27	32	15	25	
		Long Beach	18	15	28	20	
		Mt San Antonio	9	14	14	12	
		Pasadena	17	8	17	14	
		Rio Hondo	7	6	11	8	
		Santa Monica	61	58	67	62	
		West LA	4	3	2	3	
		<b>LA Subtotal</b>		<b>214</b>	<b>203</b>	<b>245</b>	<b>221</b>
		Coastline	0	7	47	18	
		Cypress	0	6	7	4	
Fullerton	4	6	4	5			
Golden West	6	5	5	5			
Orange Coast	20	11	20	17			

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
		Saddleback	19	33	29	27
		Santa Ana	1	1	5	2
		Santiago Canyon	17	50	22	30
		<b>OC Subtotal</b>	<b>67</b>	<b>119</b>	<b>139</b>	<b>108</b>
<b>Supply Subtotal/Average</b>			<b>281</b>	<b>322</b>	<b>384</b>	<b>329</b>
0509.70	E-Commerce (Business emphasis)	LA City	0	2	1	1
		Long Beach	5	1	4	3
		<b>LA Subtotal</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>4</b>
		-	-	-	-	-
		<b>OC Subtotal</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Supply Subtotal/Average</b>			<b>5</b>	<b>3</b>	<b>5</b>	<b>4</b>
3009.00	Travel Services and Tourism	-	-	-	-	-
		<b>LA Subtotal</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
		Cypress	3	7	1	4
		Orange Coast	2	6	5	4
		Saddleback	7	0	1	3
		<b>OC Subtotal</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>11</b>
<b>Supply Subtotal/Average</b>			<b>12</b>	<b>13</b>	<b>7</b>	<b>11</b>
<b>Supply Total/Average</b>			<b>298</b>	<b>338</b>	<b>396</b>	<b>344</b>

Exhibit 18 shows the annual average community college awards by type from 2021-22 to 2023-24. The plurality of the awards are for certificate 16 to 30 semester units, followed by associate degree then certificate 6 to 18 semester units.

Exhibit 18: Annual Average Community College Awards by Type, 2021-2024



## Community College Student Outcomes

Exhibit 19 shows the Strong Workforce Program (SWP) metrics for marketing and distribution programs in North Orange County Community College District (NOCCCD), the Orange County Region, and California. Of the 2,848 Orange County marketing and distribution students in the 2023-24 academic year, 36% (1,029) attended an NOCCCD college.

NOCCCD students that exited marketing and distribution programs in the 2022-23 academic year had marginally higher median annual earnings (\$39,500 or \$18.99 per hour) compared to all marketing and distribution students in Orange County (\$38,888 or \$18.70 per hour). A slightly lower percentage of NOCCCD marketing and distribution students attained the living wage (25%) when compared to all marketing and distribution students in Orange County (27%).

Exhibit 19: Marketing and Distribution (0509.00) Strong Workforce Program Metrics, 2021-24<sup>4</sup>

SWP Metric	NOCCCD	OC Region	California
SWP Students	1,029	2,848	17,604
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	33%	37%	45%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	70%	76%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	11	122	632
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2022-23)	28	122	860
SWP Students with a Job Closely Related to Their Field of Study (2021-22)	64%	62%	67%
Median Annual Earnings for SWP Exiting Students (2022-23)	\$39,500 (\$18.99)	\$38,888 (\$18.70)	\$40,924 (\$19.68)
Median Change in Earnings for SWP Exiting Students (2022-23)	40%	37%	33%
SWP Exiting Students Who Attained the Living Wage (2022-23)	25%	27%	39%

## Non-Community College Supply

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering marketing and distribution programs. Exhibit 20 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes:

- Apparel and Textile Marketing Management (19.0905)
- Business Analytics (30.7102)
- Marketing/Marketing Management, General (52.1401)
- Digital Marketing (52.1404)
- Fashion Merchandising (52.1902)

No awards were conferred under the following CIPs:

- Agricultural/Farm Supplies Retailing and Wholesaling (01.0105)
- General Merchandising, Sales, and Related Marketing Operations, Other (52.1899)

<sup>4</sup> All SWP metrics are for 2023-24 unless otherwise noted.

- Tourism Promotion Operations (52.1906)

The available data covers 2020 to 2023. During this period, non-community college institutions in the region conferred an average of 832 awards annually in related program.

Exhibit 20: Regional Non-Community College Awards, 2020-2023

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
19.0905	Apparel and Textile Marketing Management	FIDM-Fashion Institute of Design & Merchandising	43	29	39	37
<b>Supply Subtotal/Average</b>			<b>43</b>	<b>29</b>	<b>39</b>	<b>37</b>
30.7102	Business Analytics	Touro University Worldwide	0	0	6	2
<b>Supply Subtotal/Average</b>			<b>0</b>	<b>0</b>	<b>6</b>	<b>2</b>
52.1401	Marketing/Marketing Management, General	California State University-Northridge	394	382	175	317
		Claremont Graduate University	0	1	0	0
		FIDM-Fashion Institute of Design & Merchandising	28	29	42	33
		Fremont University	1	0	0	0
		Loyola Marymount University	149	152	144	148
		Mount Saint Mary's University	3	7	5	5
		University of Southern California	32	81	64	59
		Vanguard University of Southern California	12	11	10	11
		Westcliff University	0	14	10	8
		Woodbury University	9	5	4	6
<b>Supply Subtotal/Average</b>			<b>628</b>	<b>682</b>	<b>454</b>	<b>588</b>
52.1404	Digital Marketing	Mount Saint Mary's University	0	0	0	0
<b>Supply Subtotal/Average</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
52.1902	FIDM-Fashion Institute of Design & Merchandising	FIDM-Fashion Institute of Design & Merchandising	262	180	173	205
<b>Supply Subtotal/Average</b>			<b>262</b>	<b>180</b>	<b>173</b>	<b>205</b>
<b>Supply Total/Average</b>			<b>933</b>	<b>891</b>	<b>672</b>	<b>832</b>

# Regional Demographics

The following section presents occupational, community college program, and population demographic data for Orange County. This comparison can help identify possible equity gaps between the local workforce and the student pipeline who are preparing for these occupations. These insights can inform program development, outreach, and support strategies to better align community college programs with current labor market needs.

## Ethnicity

Exhibit 21 compares the ethnicity of Orange County community college students enrolled in marketing and distribution programs, the overall Orange County population, and occupation-specific data for the three marketing occupations included in this report.

White workers comprise 59% of the workforce despite representing only 25% of students, suggesting alternative training and education pathways. In contrast, Hispanic or Latino only represent 15% of the workforce yet nearly half of students (46%), suggesting a potential disconnect in the education-to-employment pipeline.

Exhibit 21: Program and County Demographics by Ethnicity

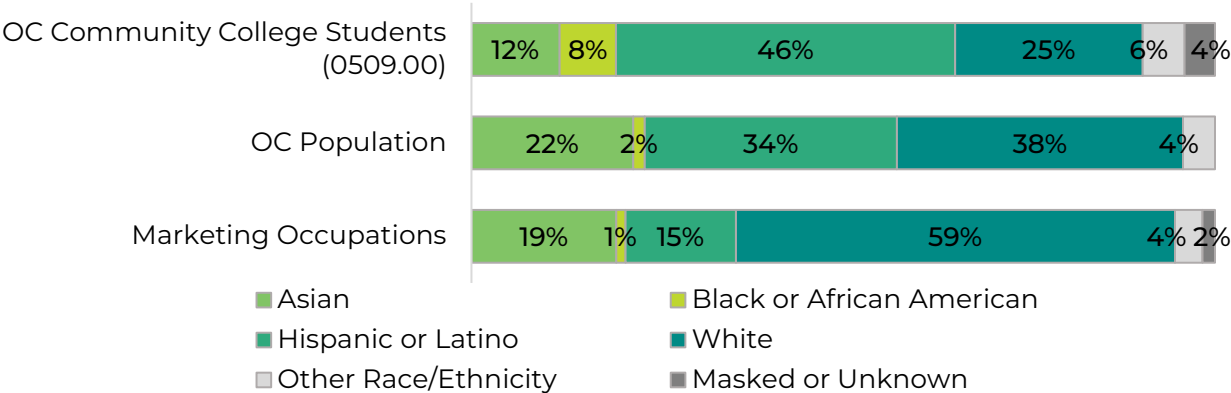
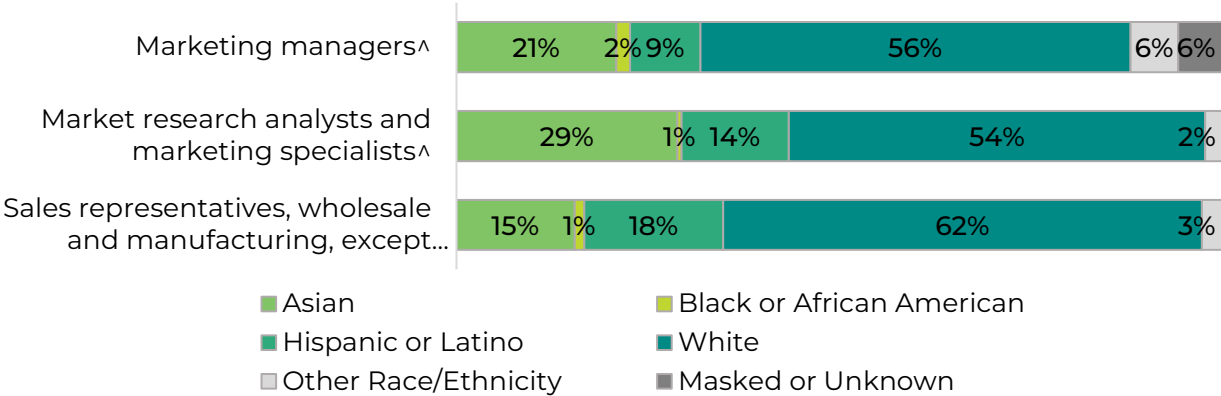


Exhibit 22 shows the disaggregated ethnicity data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

White workers account for the majority of the workforce across all occupations. Asian workers represent the second-largest group for *marketing managers*<sup>^</sup> and *market research analyst and marketing specialists*<sup>^</sup>. These occupations typically require higher education compared to *sales representatives, wholesale and manufacturing, except technical and scientific products*.

Exhibit 22: Disaggregated Ethnic Distribution by Occupation



## Age

Exhibit 22 compares the age of Orange County community college students enrolled in marketing and distribution programs, the overall Orange County population, and occupation-specific data for the three marketing occupations included in this report.

While nearly half (49%) of marketing students are aged 24 or younger, this demographic represents only 6% of the workforce. Conversely, 68% of workers are aged 35 or older. This distribution indicates that these roles are primarily held by older demographics, suggesting that entry into marketing occupations typically requires prior professional experience or additional education.

Exhibit 23: Program and County Demographics by Age

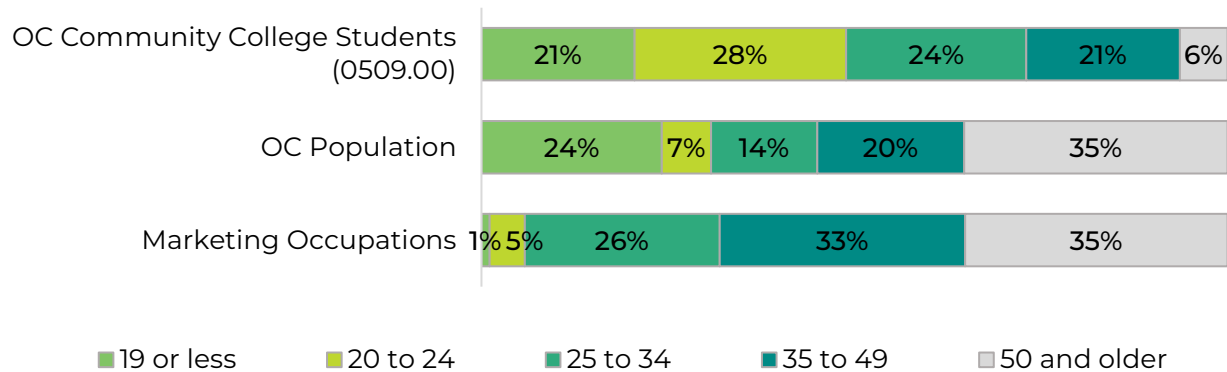
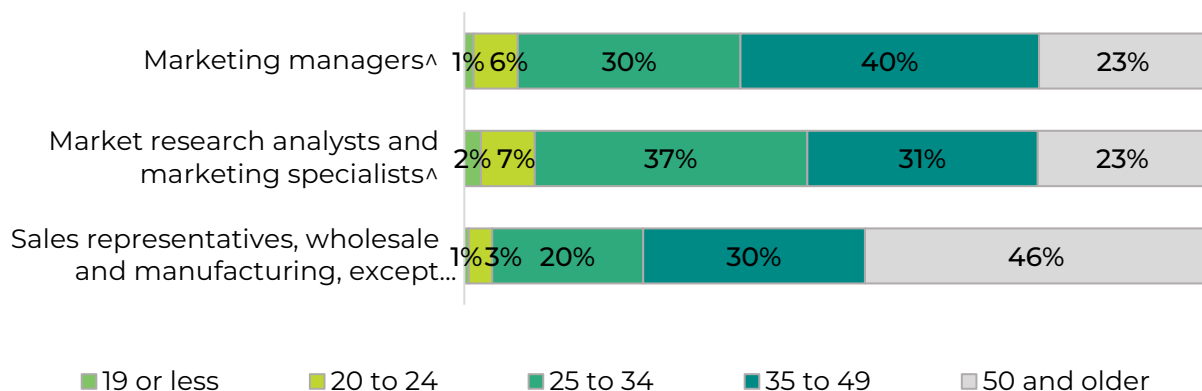


Exhibit 24 shows the disaggregated age data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

Workers aged 35 and older comprise the majority of marketing managers (63%) and wholesale and manufacturing sales representatives (76%), compared to 54% of market research analysts and marketing specialists. Notably, the wholesale and manufacturing sales representative role skews the oldest, with nearly half of its workforce (46%) aged 50 or older, while market research analysts and marketing specialists have the highest concentration of younger professionals under 35 (46%).

Exhibit 24: Disaggregated Age Distribution by Occupation



## Sex

Exhibit 23 compares the sex of Orange County community college students enrolled in marketing and distribution programs, the overall Orange County population, and occupation-specific data for these marketing occupations.

Despite a balanced regional gender split, women comprise a smaller share of both groups, representing 41% of students and 44% of workers.

Exhibit 25: Program and County Demographics by Sex

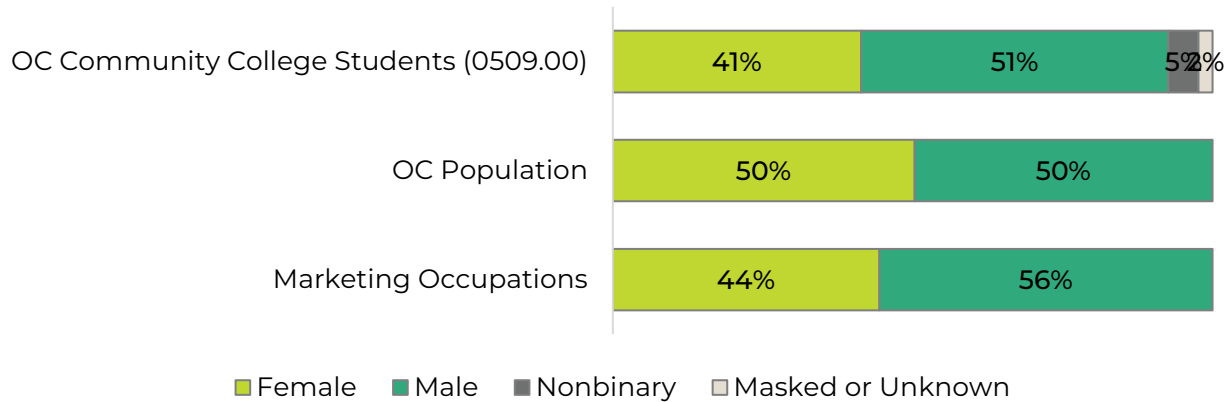
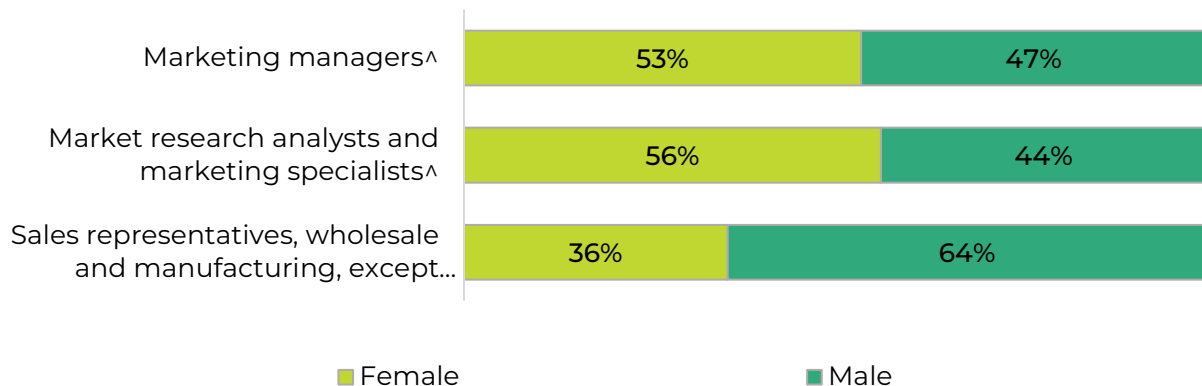


Exhibit 26 shows the disaggregated sex data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

Female workers hold the majority share among *market research analysts and marketing specialists*<sup>^</sup> (56%) as well as *marketing managers*<sup>^</sup> (53%). These occupations typically require higher education compared to *sales representatives, wholesale and manufacturing, except technical and scientific products*. In contrast, the workforce for *sales representatives, wholesale and manufacturing, except technical and scientific products* have a larger representation of men (64%).

Exhibit 26: Disaggregated Sex Distribution by Occupation



## Appendix A: Methodology

OC COE prepared this report by analyzing occupational and educational program data. Occupational data comes from Lightcast, a labor market analytics firm which compiles information from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS), and other agencies. Analysis of emerging occupations is predicated on online job postings data combined with Occupational Information Network (O\*NET) profile descriptions. Program supply data was sourced from the California Community Colleges Chancellor's Office Data Mart (MIS Data Mart) ([datamart.cccco.edu](http://datamart.cccco.edu)) and the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)), also known as IPEDS, which was integrated into the COE's Supply Table. (IPEDS).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that have 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.

The OC COE determined labor market supply for each occupation (SOC code) by analyzing the number of 3-year average program completers or awards in related TOP and CIP codes. TOP code data comes from MIS Data Mart and CIP code data comes from the IPEDS. The TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education throughout the United States and Canada. The California Community Colleges are the only system that use TOP codes.

The analysis reflects labor market demand for occupations closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. assess current and projected employment based on data trends for detailed occupations, as well as annual average awards granted by regional postsecondary educational institutions. Real-time labor market information (online job postings) assesses employer preferences but cannot be used to measure the quantity of open positions, number of jobs, or annual openings.

All findings are based on the most current available data and a combination of primary and secondary sources. While care was taken to ensure accuracy, the OC COE, its host district, and the California Community Colleges Chancellor's Office are not responsible for individual decisions made based on this report.

## Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional and real-time labor market information are captured using data from <a href="#">Lightcast</a> (v.2026.2), a labor market analytics firm.
Living Wage	<p>Per the CCCC's this report's endorsement criteria uses the <a href="#">University of Washington's Center for Women's Welfare Self-Sufficiency Standard</a> last updated in March 2024, which is \$27.13 per hour (\$57,294 annually) in Orange County.</p> <p>The <a href="#">MIT Living Wage</a>, updated on February 15, 2026, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is \$36.53.</p>
Typical Education and Training Requirements, and Educational Attainment	The <a href="#">Bureau of Labor Statistics (BLS)</a> uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data.
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The <a href="#">O*NET</a> database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations.
Educational Supply	<p>The <a href="#">CCCCO Data Mart</a> provides information about students, courses, student services, outcomes and faculty and staff.</p> <p>The <a href="#">National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS)</a> collects data on the number of postsecondary awards earned (completions).</p>
Student Metrics and Demographics	The <a href="#">Data Vista</a> (v.2.0), a statewide data system supported by the California Community Colleges Chancellor's Office provides data on progress, success, employment, and earnings outcomes for California community college students.
Population and Occupation Demographics	<p>The <a href="#">Census Bureau's American Community Survey (ACS)</a> is the premier source for detailed population and housing information.</p> <p>Data is sourced from <a href="#">IPUMS USA</a>, a database providing access to ACS and other Census Bureau data products.</p>

For more information, please contact the Orange County Center of Excellence:

**Jesse Crete, Ed. D., Regional Director**

crete\_jesse@rscdd.edu

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