



**Labor Market Analysis: 0601.00 – Media and Communications, General
09.0909 – Communication Management and Strategic Communications
Communication & Content Creation – Certificate requiring 16 to <30 semester units**
Los Angeles Center of Excellence, August 2026

Program Endorsement:	Endorsed: All Criteria Met ☐	Endorsed: Some Criteria Met ☒	Not Endorsed ☐
Program Endorsement Criteria			
Supply Gap:	Yes ☒		No ☐
Living Wage: (Entry-Level, 25 th)	Yes ☐		No ☒
Education:	Yes ☒		No ☐
Emerging Occupation(s)			
	Yes ☐		No ☒

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupation¹ 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 education as their highest level of 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

- 502 annual job openings are projected in the region through 2029. This number is greater than the three-year average of 160 awards conferred by educational institutions in the region.

¹ 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

- \$22.53 is the typical entry-level hourly wage for *advertising sales agents*, which is lower than Los Angeles County's self-sufficiency standard hourly (\$24.03/hour). ²

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 some college or an associate degree, according to national educational attainment data.

Community college supply

- 10 community colleges issued awards related to communications and content creation in the greater LA/OC region.
- 160 awards (degrees and certificates) were conferred on average each year between 2023 and 2025.

Other postsecondary supply

- No other educational institutions in the LA/OC region have conferred sub-baccalaureate awards in programs related to communications and content creation over the past three years.

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. ³

While there are standard occupational classification (SOC) codes that are more focused on public relations (i.e. *public relations managers* and *public relations specialists*), these occupations are considered above middle-skill since they typically require a bachelor's degree and between 84% and 88% of current workers in the field have completed a bachelor's degree or more educational attainment. Since students who complete a sub-baccalaureate award in a communications program would most likely not be qualified for these above middle-skill public relations occupations, they are not included in the demand data within this report.

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 2029. However, there will be more than 500 job openings per year through 2029 due to retirements and workers leaving the field. The majority of jobs in 2024 for *advertising sales agents* (84%) were located in Los Angeles County.

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

³ [Advertising Sales Agents \(bls.gov\)](https://www.bls.gov/occupations/advertising-sales-agents)

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁴

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	4,192	4,054	(138)	(3%)	423
Orange	811	721	(90)	(11%)	78
Total	5,003	4,775	(228)	(5%)	502

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for *advertising sales agents* in Los Angeles County. 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 County⁵

Occupation	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older
Advertising Sales Agents	4,192	4,054	(3%)	423	19%

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 \$22.53, 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 \$48.38, which is higher than the self-sufficiency standard (Exhibit 3).

Exhibit 3: Earnings for occupation in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Advertising Sales Agents	\$22.53	\$30.63	\$48.38	\$63,700

*Rounded to the nearest \$100

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

⁵ Ibid.

Orange County

The typical entry-level hourly wages for *advertising sales agents* are \$19.33, which is below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Experienced workers can expect to earn wages of \$44.05, which is higher than the self-sufficiency standard (Exhibit 4).

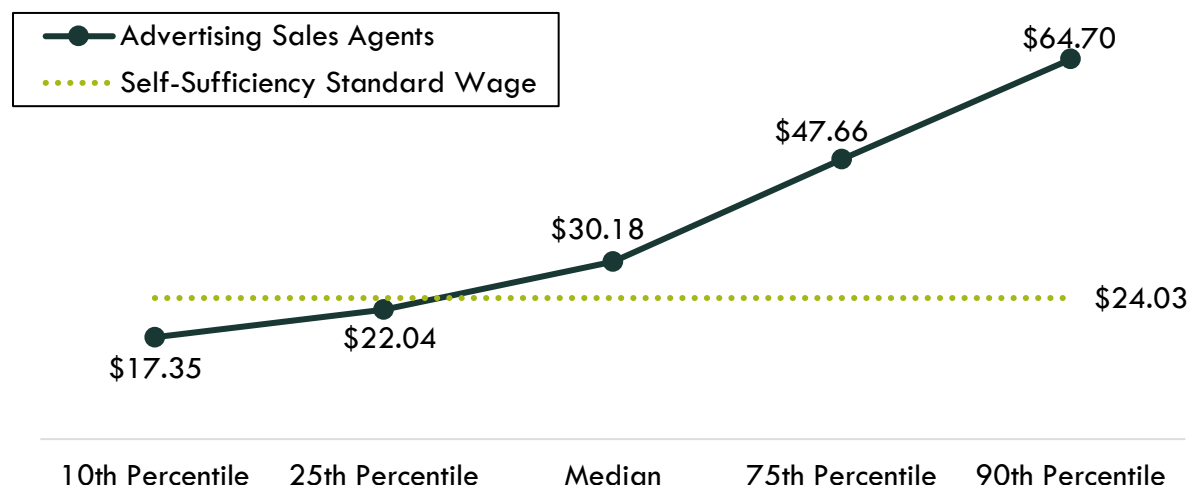
Exhibit 4: Earnings for occupation in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Advertising Sales Agents	\$19.33	\$27.57	\$44.05	\$57,300

*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 \$22.04; 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 target 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 3,241 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
• Marketing coordinators • Digital marketing coordinators • Sales representatives • Sales and marketing assistants • Sales and marketing coordinators	• Marketing • Social media • Project management • Customer relationship management • Marketing materials • Digital marketing • Content creation	• NBC • ADP* • Slice Merchant Services • Disney • Spectrum • Terraboost Mobile • Ultimate Staffing* • Martin Brower

*Staffing company

In the greater Los Angeles/Orange County region, 40% of the target 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 target occupation, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	978	75%
Associate degree	58	5%
High school diploma or vocational training	264	20%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for the target occupation (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 the related TOP in programs that have historically trained for the occupation of interest. The colleges with the most completions in the region are Santa Monica, LA Valley, and Santa Ana. In the past three years, no other postsecondary institutions in the greater LA/OC region that have conferred sub-baccalaureate awards in related programs.

Exhibit 9: Regional community college awards (certificates and degrees), 2023-2025

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average
0509.10	Advertising	Santa Monica	25	43	62	43
		LA Subtotal	25	43	62	43
		Orange Coast	-	4	5	3
		Santiago Canyon	12	2	-	5
		OC Subtotal	12	6	5	8
Supply Subtotal/Average			37	49	67	51
0509.40	Sales and Salesmanship	Glendale	10	6	3	6
		Santa Monica	12	38	56	35
		LA Subtotal	22	44	59	42
		Orange Coast	-	3	3	2
		OC Subtotal	-	3	3	2
Supply Subtotal/Average			22	47	62	44
0601.00	Media and Communications, General	LA Valley	29	31	74	45
		Rio Hondo	1	6	-	2
		LA Subtotal	30	37	74	47
		Fullerton	4	1	1	2
		Orange Coast	3	2	3	3
		Santa Ana	17	2	17	12
		OC Subtotal	24	5	21	17
Supply Subtotal/Average			54	42	95	64
0606.00	Public Relations	Citrus	-	-	2	1
		LA Pierce	1	-	3	1
		LA Subtotal	1	-	5	2
Supply Subtotal/Average			1	-	5	2
Supply Total/Average			114	138	229	160

Exhibit 10 displays the community college awards broken down by award type. In this case, the majority of awards issued by community colleges are certificates (70%).

Exhibit 10: Community college awards by award type, 2023-2025

Award Type	# of Awards	% of Awards
A.A./A.S. degrees	241	26%
Certificates	112	70%
Noncredit awards	7	4%
Total	160	100%

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 middle-skill occupations related to communications and content creation. While there are communications, public relations and advertising programs in the region, the only awards conferred over the past three years are bachelor's and master's-level degrees. The following CIP codes have had bachelor's or master's degree completions in the past three years:

- Public Relations, Advertising, and Applied Communication (09.0900)
- Public Relations/Image Management (09.0902)
- Advertising (09.0903)
- Communication Management and Strategic Communications (09.0909)
- Public Relations, Advertising, and Applied Communication, Other (09.0999)

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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)

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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