CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH
LOS ANGELES

Labor Market Analysis: 0509.00 – Marketing and Distribution
52.1401 – Marketing/Marketing Management, General
Marketing Management – Certificate of Achievement

Los Angeles Center of Excellence, October 2026

Program Endorsement:	Endorsed: All Criteria Met ☐	Endorsed: Some Criteria Met ☒	Not Endorsed ☐
Program Endorsement Criteria			
Supply Gap:	Yes ☑ *(See below)*	No ☐	
Living Wage: (Entry-Level, 25th)	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 occupation[1] 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, the talent supply is within the COE's acceptable margin (the number of awards issued is 25% over or under the number of annual openings) and is therefore considered "supply met" rather than a "supply gap." There may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is included in this report as well – to provide a more nuanced view of the regional job market for middle-skill marketing jobs. 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.

[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.

Key Findings

Supply Gap

- 475 job openings are projected in the region through 2029. This number is less than the three-year average of 594 awards conferred by educational institutions in the region.
    - Although there are more awards conferred than job openings, the data suggests that the ***demand has been met for this occupation within the LA/OC region*** since the three-year average number of awards (supply) is within the COE's 25% margin of annual job openings (demand).
    - Over the past 12 months, there were **3,259 online job postings related to middle-skill marketing jobs**. The highest number of job postings were for marketing coordinators, digital marketing coordinators, sales representatives, sales and marketing assistants, and sales and marketing coordinators.

Living Wage

- $22.57 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).[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 an associate degree or less education, according to national educational attainment data.

Community college supply

- 24 community colleges issued awards related to marketing in the greater LA/OC region.
- 579 awards (degrees and certificates) were conferred on average each year between 2023 and 2025.

Other postsecondary supply

- 1 educational institution in the LA/OC region has conferred sub-baccalaureate awards in programs related to marketing over the past three years.
- 15 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2022 and 2024.

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]

[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)

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 9% through 2029. However, there will be nearly 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.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties[4]

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	4,176	3,844	(332)	(8%)	399
Orange	810	697	(112)	(14%)	76
Total	**4,986**	**4,541**	**(444)**	**(9%)**	**475**

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for the target occupation 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 County[5]

Occupation	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older
Advertising Sales Agents	4,176	3,844	(8%)	399	21%

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 $22.57, 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 $48.72, which is higher than the self-sufficiency standard (Exhibit 3).

[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.

Exhibit 3: Earnings for occupation in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)	Median Annual Earnings*
Advertising Sales Agents	$22.57	$30.70	$48.72	$63,900

*Rounded to the nearest $100

Orange County

The typical entry-level hourly wages for *advertising sales agents* are $19.43, which is below the self-sufficiency standard wage for one adult ($27.13 in Orange County). Experienced workers can expect to earn wages of $44.50, which is higher than the self-sufficiency standard (Exhibit 4).

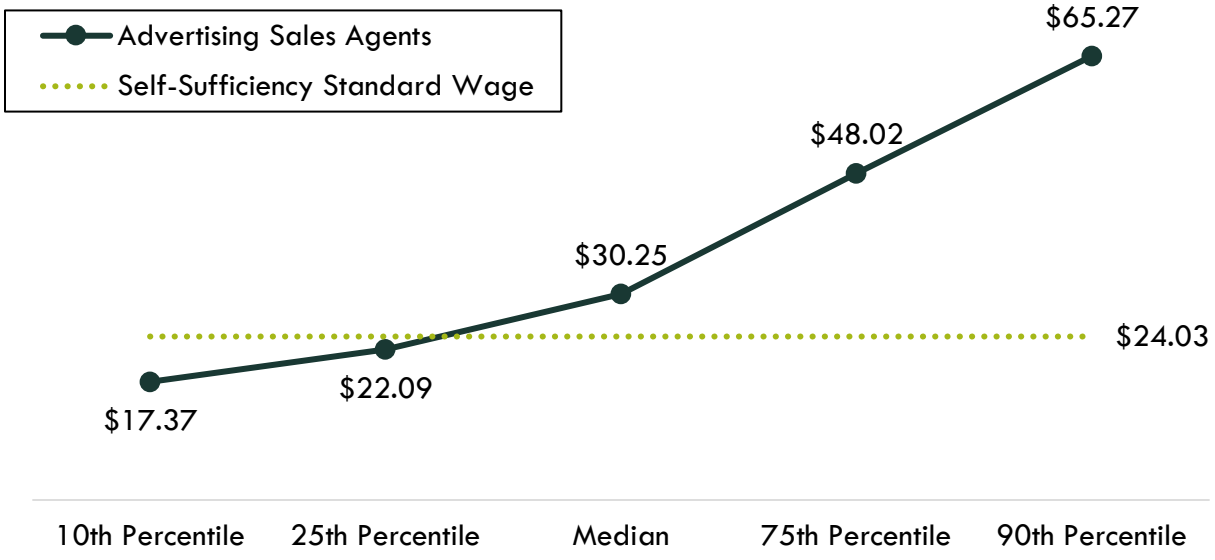
Exhibit 4: Earnings for occupation in Orange County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)	Median Annual Earnings*
Advertising Sales Agents	$19.43	$27.67	$44.50	$57,500

*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 $22.09; 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 target occupation, Los Angeles and Orange counties



JOB POSTINGS

There were 3,259 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 • Influencer marketing managers	• Marketing • Social media • Project management • Customer relationship management • Marketing materials • Digital marketing • Content creation • Event planning • Marketing strategies	• NBC • Slice Merchant Services • ADP • Spectrum • Global Payment Holding Company • Disney • Ultimate Staffing* • 24 Seven* • Paramount Pictures

*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	970	74%
Associate degree	55	4%
High school diploma or vocational training	291	22%

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 level 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, Orange Coast, and Cerritos.

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
0509.00	Marketing and Distribution	Cerritos	21	29	80	43
		Citrus	-	3	4	2
		East LA	7	7	8	7
		El Camino	5	7	6	6
		Glendale	2	9	20	10
		LA City	13	32	22	22
		LA Harbor	-	-	32	11
		LA Pierce	15	4	18	12
		LA Trade-Tech	3	-	4	2
		LA Valley	32	15	50	32
		Long Beach	15	28	15	19
		Mt San Antonio	14	14	18	15
		Pasadena	8	17	30	18
		Rio Hondo	6	11	14	10
		Santa Monica	58	67	159	95
		West LA	3	2	-	2
		LA Subtotal	**202**	**245**	**480**	**309**
		Coastline	7	47	7	20
		Cypress	6	7	6	6
		Fullerton	6	4	17	9
		Golden West	5	5	9	6
		Orange Coast	11	20	159	63
		Saddleback	33	29	33	32
		Santa Ana	-	5	8	4
		Santiago Canyon	50	22	29	34
		OC Subtotal	**118**	**139**	**268**	**175**
Supply Subtotal/Average			**320**	**384**	**748**	**484**

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**
		Supply Total/Average	**379**	**480**	**877**	**579**

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 (69%).

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

Award Type	# of Awards	% of Awards
A.A./A.S. degrees	143	25%
Certificates	400	69%
Noncredit awards	36	6%
Total	**579**	**100%**

Other Postsecondary Supply

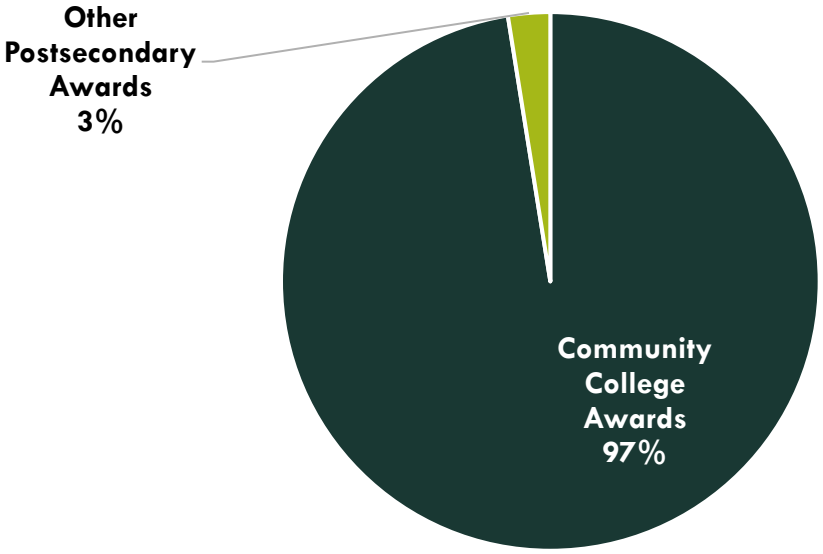
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for middle-skill marketing jobs. Exhibit 11 shows the number of awards conferred by one institution in relevant programs. Due to different data collection periods, the most recent data is from 2022 to 2024. Between 2022 and 2024, other postsecondary college institutions in the region conferred an average of 15 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 11: Other regional postsecondary awards, 2022-2024

CIP Code	Program	Postsecondary Institution	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
52.1401	Marketing/ Marketing Management, General	Fashion Institute of Design & Merchandising	15	16	15	15
		Supply Total/Average	**15**	**16**	**15**	**15**

Exhibit 12 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 12: 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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