

Marketing Occupations

Labor Market Analysis: San Diego County

August 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with New Program	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>HIGH</p> 	<p>MEDIUM</p> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. *Marketing Occupations* include “Advertising and Promotions Managers,” “Marketing Managers,” and “Public Relations Managers.” According to available data, *Marketing Occupations* in San Diego County have a labor market demand of 487 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 13 institutions supply 355 awards for these occupations. Entry-level wages are above the living wage. This brief recommends to proceed with developing a new program and supports a program modification because 1) there is a supply gap in San Diego County and 2) these occupations’ entry-level wages are above the living wage. Colleges should note that the expected level of education for *Marketing Occupations* is a bachelor’s degree.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Advertising and Promotions Managers** (SOC 11-2011): Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.
- **Marketing Managers** (SOC 11-2021): Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.
- **Public Relations Managers** (SOC 11-2032): Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client.

For the purpose of this report, these occupations are referred to as *Marketing Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. <https://www.bls.gov/soc/>.

Projected Occupational Demand

Between 2023 and 2028, businesses in San Diego County will need to hire 487 employees annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example (Exhibit 1).

Most of this labor market demand comes from Marketing Managers, which are projected to have the most annual job openings with 415 openings each year between 2023 and 2028.

Exhibit 1: Number of Jobs for Marketing Occupations (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 - 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Marketing Managers	4,783	4,954	171	4%	415
Public Relations Managers	702	715	13	2%	53
Advertising and Promotions Managers	196	200	4	2%	19
Total	5,681	5,869	188	3%	487

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Marketing Occupations* range from \$37.44 to \$57.33 (Exhibit 2).

Exhibit 2: Hourly Earnings for Marketing Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Marketing Managers	\$57.33	\$79.40	\$110.60
Public Relations Managers	\$51.88	\$67.01	\$92.17
Advertising and Promotions Managers	\$37.44	\$62.69	\$81.99

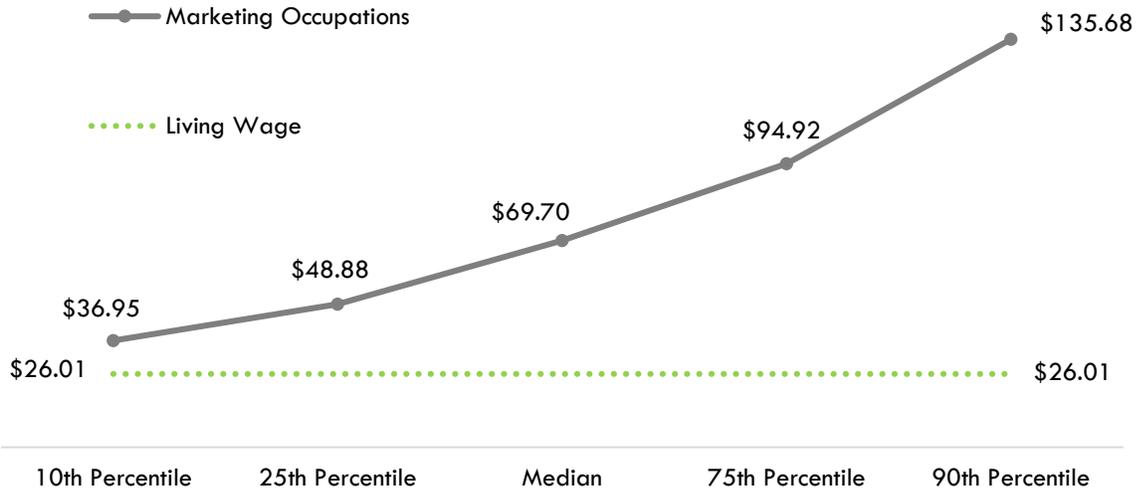
² Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for employed *Marketing Occupations* are **\$48.88**—or **\$101,670.40** annual salary⁵; this is more than the living wage for a single adult in San Diego County, which is **\$26.01** per hour (Exhibit 3).⁶

Exhibit 3: Hourly Earnings⁷ for Marketing Occupations in San Diego County⁸



In online job postings, however, employers advertised between **\$38** to **\$48** per hour between January 1, 2022 and December 30, 2024 for *Marketing Occupations* in San Diego County (Exhibit 4).⁹ This suggests that employers in recent years are increasing wages due to labor market forces that may not be captured by traditional LMI.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for Marketing Occupations in San Diego County (2022-2024)



⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁷ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁸ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

⁹ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Marketing Occupations* have a national educational attainment of a [bachelor's degree](#) (Exhibit 5).¹⁰

Exhibit 5: National Educational Attainment for *Marketing Occupations*¹¹

Occupational Title	Typical Entry-Level Education
Advertising and Promotions Managers	Bachelor's degree
Marketing Managers	Bachelor's degree
Public Relations Managers	Bachelor's degree

Similarly, online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [bachelor's degree](#) as the most requested educational requirement for *Marketing Occupations*; however, employers also expected the following certifications (Exhibit 6).¹²

**Exhibit 6: Top Certifications for *Marketing Occupations*
in San Diego County in Online Job Postings (2022-2024)**¹³

1. Master Of Business Administration (MBA)
2. Project Management Professional Certification
3. Security Clearance
4. Project Management Certification
5. Certified Scrum Product Owner
6. Certified Scrum Master
7. Certified Public Accountant
8. Secret Clearance
9. Functional Skills Qualification
10. Google Analytics Certification

¹⁰ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹³ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **five** TOP codes and **eight** CIP codes related to *Marketing Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for Marketing Occupations¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0509.00	Marketing and Distribution
TOP 0509.10	Advertising
TOP 0509.70	E-Commerce (Business emphasis)
TOP 0606.00	Public Relations
TOP 0610.00	Mass Communications
CIP 09.0102	Mass Communication/Media Studies
CIP 09.0900	Public Relations, Advertising, and Applied Communication
CIP 09.0903	Advertising
CIP 09.0909	Communication Management and Strategic Communications
CIP 52.0208	E-Commerce/Electronic Commerce
CIP 52.1401	Marketing/Marketing Management, General
CIP 52.1404	Digital Marketing
CIP 52.0208	E-Commerce/Electronic Commerce

According to TOP data, **six** community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, Palomar College, San Diego College of Continuing Education, San Diego Mesa College, and Southwestern College. According to CIP data, **seven** non-community-college institutions supply the region with awards: Ashford University¹⁵, California State University-San Marcos, National University, Point Loma Nazarene University, United States University, University of Saint Katherine, and University of San Diego (Exhibit 8).

¹⁴ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

¹⁵ While the supply data provided in Exhibit 8 is the most recent data, effective 2020, Ashford University became part of the University of Arizona.

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-24)
0509.00	Marketing and Distribution	136	0	136
	Grossmont	9	0	
	• Associate degree	4	0	
	• Certificate 16 < 30 units	5	0	
	MiraCosta	29	0	
	• Associate degree	13	0	
	• Certificate 16 < 30 units	16	0	
	San Diego Cont. Ed.	89	0	
	• Non-credit 144 < 192 hrs	22	0	
	• Non-credit 48 < 96 hrs	67	0	
	San Diego Mesa	5	0	
	• Associate degree	4	0	
	• Certificate 16 < 30 units	1	0	
	Southwestern	4	0	
	• Associate degree	3	0	
	• Certificate 16 < 30 units	0	0	
	• Certificate 8 < 16 units	1	0	
0509.10	Advertising	16	0	16
	Palomar	16	0	
	• Associate degree	7	0	
	• Certificate 16 < 30 units	8	0	
	• Certificate 8 < 16 units	1	0	
0509.70	E-Commerce (business emphasis)	1	0	1
	Southwestern	1	0	
	• Certificate 8 < 16 units	1	0	
	• Certificate 6 < 18 units	0	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-24)
09.0102	Mass Communication/Media Studies	0	40	40
	California State University – San Marcos	0	29	
	• Bachelor's degree	0	29	
	Point Loma Nazarene University	0	11	
	• Bachelor's degree	0	11	
09.0900	Public Relations, Advertising, and Applied Communication	0	16	16
	National University	0	16	
	• Bachelor's degree	0	16	
52.1401	Marketing/Marketing Management, General	0	125	125
	Point Loma Nazarene University	0	31	
	• Bachelor's degree	0	31	
	United States University	0	0	
	University of San Diego	0	94	
	• Bachelor's degree	0	94	
52.1404	Digital Marketing	0	1	1
	University of Saint Katherine	0	1	
	• Bachelor's degree	0	1	
52.0208	E-Commerce/Electronic Commerce	0	20	20
	Ashford University*	0	20	
	• Bachelor's degree	0	20	
			Total	355

Demand vs. Supply

Comparing labor demand with labor supply¹⁶ suggests that there is a **supply gap** for these occupations in San Diego County, with **487** annual openings and **355** awards. Comparatively, there are **6,452** annual openings in California and **2,504** awards, suggesting that there is a **supply gap** across the state (Exhibit 9).¹⁷

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	487	355	132
California	6,452	2,504	3,948

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

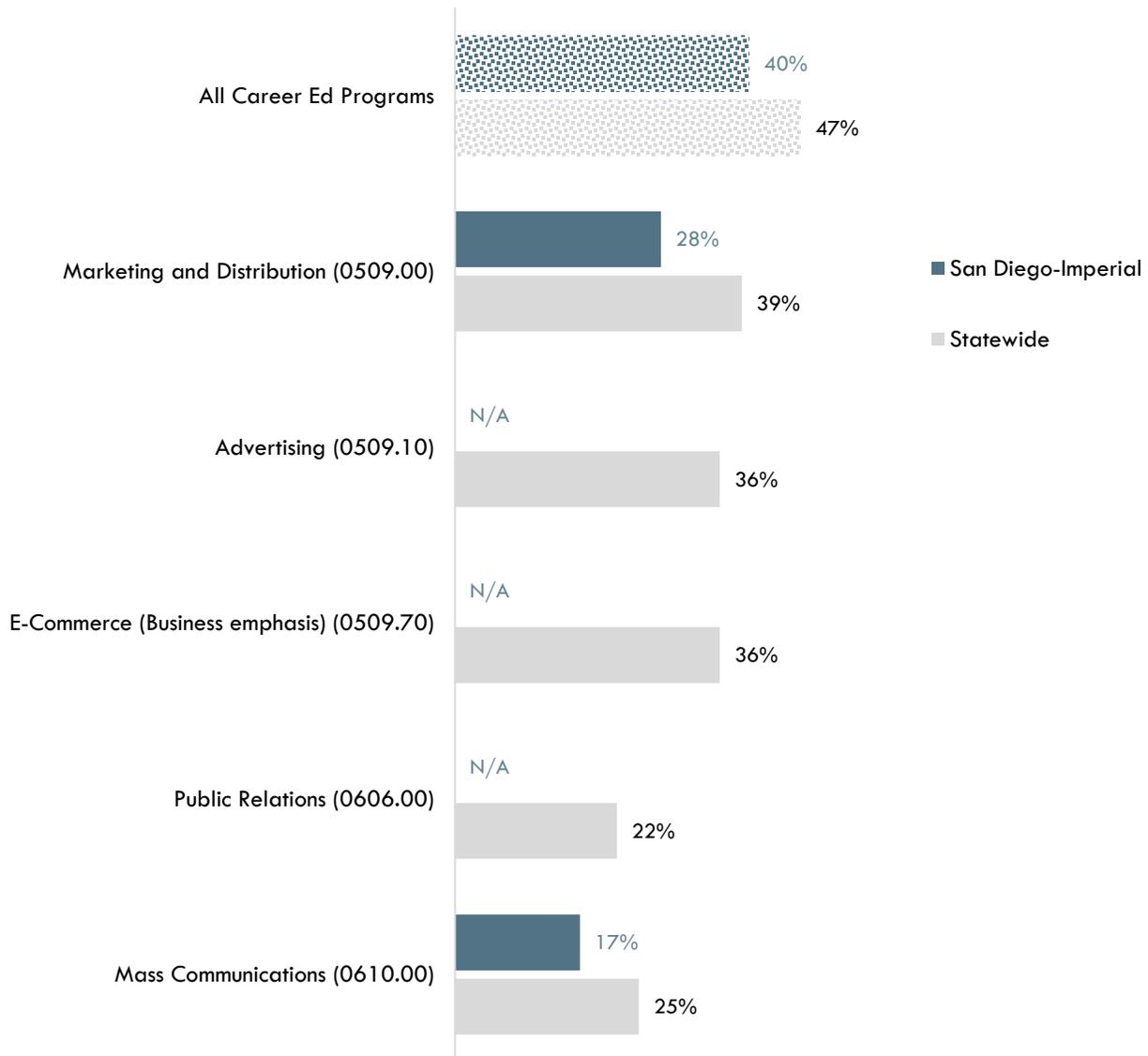
¹⁶ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁷ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 17 to 28% of students in the San Diego-Imperial region earned a living wage after completing a program related to *Marketing Occupations*, compared to 22 to 39% statewide and 47% of students in Career Education programs in general across the state (Exhibit 10).¹⁸

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2022-23¹⁹



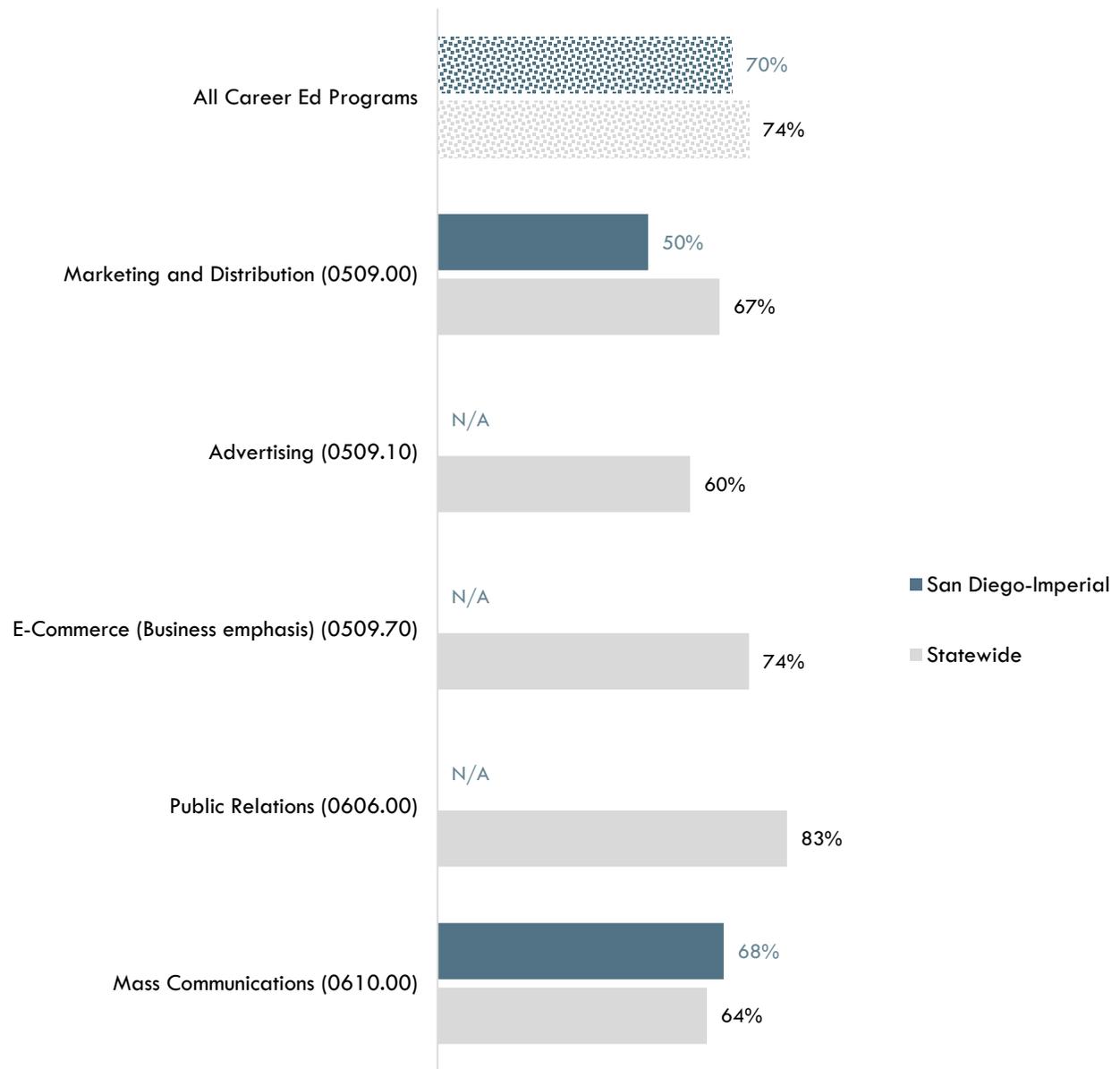
"N/A" indicates insufficient data

¹⁸ DataVista, California Community Colleges, datavista.cccco.edu/.

¹⁹ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 50 to 68% of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Marketing Occupations*, compared to 60 to 83% statewide and 74% of students in Career Education programs in general across the state (Exhibit 11).²⁰

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2021-22²¹



"N/A" indicates insufficient data

²⁰ DataVista, California Community Colleges, datavista.cccco.edu/.

²¹ Most recent year with available data is Program Year 2021-22. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2022 and December 31, 2024, the top five employers in San Diego County for *Marketing Occupations* were [Intuit](#), [Thermo Fisher Scientific](#), [Qualcomm](#), [UnitedHealth Group](#), and [Amazon](#) based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for *Marketing Occupations* in San Diego County²²

Top Employers	
<ul style="list-style-type: none"> • Intuit • Thermo Fisher Scientific • Qualcomm • UnitedHealth Group • Amazon 	<ul style="list-style-type: none"> • Deloitte • Illumina • HP • ServiceNow • CyberCoders

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2022 and December 31, 2024.

Exhibit 13: Top Skills for *Marketing Occupations* in San Diego County²³

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Marketing • Product Management • Project Management • New Product Development • Marketing Strategies • Social Media • Marketing Management • Digital Marketing • Product Marketing • Key Performance Indicators • Analytics • Go-to-Market Strategy • Product Strategy • Public Relations • Product Roadmaps 	<ul style="list-style-type: none"> • Communication • Leadership • Sales • Management • Planning • Writing • Presentations • Customer Service • Operations • Research • Innovation • Detail Oriented • Problem Solving • Influencing Skills • Prioritization 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Office • Microsoft PowerPoint • Salesforce

²² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

²³ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

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