



## Digital Commerce E-Commerce (Business Emphasis) (TOP 0509.70)

February 2022

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Digital Commerce. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Digital Commerce are expected to increase** for Marketing Research Analysts and Marketing Specialists and Public Relations Specialists and **remain steady** for Advertising and Promotional Managers and Marketing Managers.
- Digital Commerce is anticipated to experience a **low risk of automation** for all four related occupations.
- In 2020 there were 3,670 regional completions in programs related to the occupations identified as related to Digital Commerce and 658 openings, indicating an **oversupply**.
- Typical entry-level education is a **Bachelor's degree** for all selected occupations.
- Completers of E-Commerce programs from the 2018-2019 academic year in the South Central Coast region had a **median annual wage upon completion of \$25,828**.
- 50% of students are **employed within a year** after completing a program.
- 34% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+19%** change in earnings after exiting.
- 62% of students were **part-time**, 7% **skill builders**, 35% **first-generation**, and 80% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were identified as related to Digital Commerce for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

SOC Code	Title	Description	Sample of Reported Job Titles
11-2011	<b>Advertising and Promotional Managers</b>	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.	Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager (Ad Sales Manager), Classified Advertising Manager (Classified Ad Manager), Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager
11-2021	<b>Marketing Managers</b>	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.	Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager
13-1161	<b>Market Research Analysts and Marketing Specialists</b>	Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.	Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher
27-3031	<b>Public Relations Specialists</b>	Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.	Communications Specialist, Corporate Communications Specialist, Media Relations Specialist, Public Affairs Specialist, Public Information Officer, Public Information Specialist, Public Relations Coordinator (PR Coordinator), Public Relations Specialist (PR Specialist)

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Digital Commerce are expected to increase for Marketing Research Analysts and Marketing Specialists and Public Relations Specialists and remain steady for Advertising and Promotional Managers and Marketing Managers.

**Exhibit 2 – Five-year projections for Digital Commerce in the South Central Coast region**

SOC	Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change
11-2011	Advertising and Promotional Managers	118	120	2	2%
11-2021	Marketing Managers	1,402	1,456	54	4%
13-1161	Marketing Research Analysts and Marketing Specialists	3,612	3,947	335	9%
27-3031	Public Relations Specialists	1,037	1,109	72	7%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$44.27 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Digital Commerce in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-2011	Advertising and Promotional Managers	\$44.69	\$57.90	\$72.79
11-2021	Marketing Managers	\$41.16	\$60.94	\$84.92
13-1161	Marketing Research Analysts and Marketing Specialists	\$21.37	\$29.60	\$41.08
27-3031	Public Relations Specialists	\$22.22	\$28.64	\$41.06

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for digital commerce workers, and what they are looking for in potential candidates. To identify job postings related to Digital Commerce the following standard occupational classifications were used:

11-2011	<b>Advertising and Promotional Managers</b>
11-2021	<b>Marketing Managers</b>
13-1161	<b>Marketing Research Analysts and Marketing Specialists</b>
27-3031	<b>Public Relations Specialists</b>

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## Top Occupations

In 2021, there were 2,855 employer postings for the occupations related to Digital Commerce.

**Exhibit 4 – Top occupations in job postings and risk of automation tables**

SOC Code	Occupation	Job Postings, Full Year 2021
11-2021	<b>Marketing Managers</b>	1,341
13-1161	<b>Marketing Research Analysts and Marketing Specialists</b>	1,119
27-3031	<b>Public Relations Specialists</b>	377
11-2011	<b>Advertising and Promotional Managers</b>	13

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-2011	<b>Advertising and Promotional Managers</b>	Low
11-2021	<b>Marketing Managers</b>	Low
13-1161	<b>Marketing Research Analysts and Marketing Specialists</b>	Low
27-3031	<b>Public Relations Specialists</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

### Top Titles

The top job titles for employers posting ads for jobs related to Digital Commerce are listed in Exhibit 5. Marketing Coordinator is mentioned as the job title in 3% of all relevant job postings (79 postings).

**Exhibit 5 –Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2021</b>
Marketing Coordinator	79
Product Manager	72
Marketing Assistant	69
Marketing Manager	59
Marketing Specialist	41
Social Media Manager	36

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 6 lists the major employers hiring professionals in the Digital Commerce field. The top employer posting job ads was Anthem Blue Cross. The top worksite cities in the region for these occupations were Santa Barbara, Thousand Oaks, Westlake Village, Santa Clarita, and San Luis Obispo.

**Exhibit 6 – Top Employers (n=2,855)**

<b>Employer</b>	<b>Job Postings, Full Year 2021</b>
Anthem Blue Cross	135
Amgen	82
Realtor Com	60
Guitar Center	40
Deckers Outdoor Corporation	36

Source: Labor Insight/Jobs (Burning Glass)

## Skills

Marketing is the most sought after skill for employers hiring for jobs related to Digital Commerce.

**Exhibit 7 –Job Skills (n=2,855)**

Skills	Job Postings, Full Year 2021
Marketing	1,239
Social Media	922
Project Management	626
Budgeting	549
Product Management	538
Market Strategy	458
Product Development	384

Source: Labor Insight/Jobs (Burning Glass)

## Industry Concentration

Exhibit 8 shows the industries with the most Digital Commerce postings in the South Central Coast. Note: 28% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries employing the most in the Digital Commerce field, 2021**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Manufacturing	321	17%
Professional, Scientific, and Technical Services	357	19%
Finance and Insurance	292	16%
Information	85	5%
Retail Trade	111	6%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 9 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-2011	<b>Advertising and Promotional Managers</b>	Bachelor's degree	None
11-2021	<b>Marketing Managers</b>	Bachelor's degree	None
13-1161	<b>Marketing Research Analysts and Marketing Specialists</b>	Bachelor's degree	None
27-3031	<b>Public Relations Specialists</b>	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 3,670 regional completions (2020) and 658 regional openings (2020) in the South Central Coast region in programs related to the occupations identified as aligned with Digital Commerce.

**Exhibit 10 – Completions and Openings**

<b>17</b> Regional Institutions had Related Programs (2020)	<b>3,670</b> Regional Completions (2020)	<b>658</b> Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2020)
52.0201	Business Administration and Management, General	2,695
09.0100	Communication, General	555
45.0601	Economics, General	420

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of E-Commerce Programs (TOP: 0509.70) in the South Central Coast region for the 2018-19 academic year.

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- 50% of students are **employed within a year** after completing a program.
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## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions related to Digital Commerce. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.