**Marketing Occupations**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2017

# Recommendation

Based on all available data included in this report, there appears to be a significant undersupply of students with Marketing skills compared to the demand for a cluster of Marketing occupations typically requiring these skills in the Bay region and the North Bay sub-region. The annual gap between demand and supply is about 9,450 in the region and about 640 in the North Bay sub-region. This undersupply warrants the addition of the proposed Marketing (for Small Business) Program.

This report also provides student outcomes data on employment and earnings for students taking course on TOP 0506.40 Small Business and Entrepreneurship (proposed TOP code in LMI request) and on TOP 0509.00 Marketing and Distribution, compared to similar data for other community colleges at the state level and at the regional level for all programs. It is recommended that this data be reviewed to better understand how the students exiting from community colleges in the region are performing on these two TOP codes and to see who the top performing colleges are in the region in terms of employment and wages.

# Introduction

This report profiles Marketing Occupations for small businesses, wineries and hospitality employers in the 12 county Bay Region and the North Bay Sub-Region (Marin, Napa, Solano and Sonoma counties) for a proposed Marketing Certificate at Napa Valley College. All four SOC codes suggested here require a four-year degree and show low percentages of workers currently employed nationwide with some college or two-year degrees. However, per the LMI request submitted by Napa Valley, local small employers are requesting digital marketing and social media skill sets. Therefore, it is assumed in this report that these occupations listed may be in small sized employers who may not require a four-year degree or may be incumbent workers in small companies who need to enhance their digital marketing skill sets. While these SOC codes may not be the only occupations aligned with Marketing programs of study, they are the top ones that come up in a Burning Glass online postings search over the last 12 months requesting digital marketing and social media skills in the North Bay.

* **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.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 22%

* **Sales Managers (SOC 11-2022)**: Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 22%

* **Marketing Research Analysts and Marketing Specialists (SOC 13-1161)**: Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 15%

* **Public Relations Specialists (SOC 27-3031)**: Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 14%

# Occupational Demand

Based on the labor market data from EMSI and Burning Glass, there is a significant number of annual openings and job postings for Marketing Occupations with 9,590 annual openings and about 970 job postings in the latest 12-month period in the Bay region. In the North Bay, there are 658 annual openings and 1,686 job postings.

**Table 1. Employment Outlook for Marketing Occupations in the Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Openings | Annual Openings | 10% | Median |
| Hourly Wage | |
| Marketing Managers | 16,506 | 17,950 | 1,444 | 9% | 8,595 | 1,719 | $44.17 | $83.59 |
| Sales Managers | 20,685 | 21,994 | 1,309 | 6% | 10,163 | 2,033 | $24.34 | $61.66 |
| Market Research Analysts and Marketing Specialists | 36,134 | 41,344 | 5,210 | 14% | 23,352 | 4,670 | $22.79 | $40.08 |
| Public Relations Specialists | 9,452 | 10,345 | 893 | 9% | 5,840 | 1,168 | $21.59 | $35.02 |
| **Total** | **82,777** | **91,632** | **8,855** | **11%** | **47,950** | **9,590** | **$27.30** | **$53.57** |

*Source: EMSI 2017.3***Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Marketing Occupations in the North Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Openings | Annual Openings | 10% | Median |
| Hourly Wage | |
| Marketing Managers | 814 | 868 | 54 | 7% | 404 | 81 | $27.62 | $62.52 |
| Sales Managers | 2,245 | 2,336 | 91 | 4% | 1,041 | 208 | $20.91 | $39.56 |
| Market Research Analysts and Marketing Specialists | 2,450 | 2,675 | 225 | 9% | 1,426 | 285 | $20.68 | $34.39 |
| Public Relations Specialists | 689 | 749 | 60 | 9% | 419 | 84 | $19.23 | $29.22 |
| **Total** | **6,198** | **6,628** | **430** | **7%** | **3,290** | **658** | **$21.51** | **$39.38** |

*Source: EMSI 2017.3*  
**North Bay Sub-Region** includes Marin, Napa, Solano and Sonoma counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | North Bay |
| Marketing Managers (11-2021.00) | 20,059 | 443 |
| Sales Managers (11-2022.00) | 11,539 | 762 |
| Market Research Analysts and Marketing Specialists (13-1161.00) | 8,058 | 375 |
| Public Relations Specialists (27-3031.00) | 2,420 | 106 |
| **Total** | **42,076** | **1,686** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Marketing Occupations for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay Region | North Bay | Common Title | Bay Region | North Bay |
| Marketing Manager | 4,874 | 106 | Marketing Associate | 801 | 37 |
| Sales Manager | 2,396 | 275 | Senior Product Manager | 663 | 6 |
| Director of Marketing | 1,795 | 70 | Marketing Analyst | 535 | 5 |
| Product Marketing Manager | 1,760 | 15 | Regional Sales Manager | 478 | 22 |
| Marketing Specialist | 1,051 | 42 | Digital Marketing Manager | 434 | 15 |
| Director of Sales | 1,027 | 55 | Business Development Manager | 403 | 21 |
| Product Manager | 972 | 5 | District Manger | 385 | 43 |
| Marketing Coordinator/Assistant | 814 | 70 | Marketing Assistant | 380 | 50 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Marketing Occupations in North Bay Sub-Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 3 Digit NAICS (North American Industry Classification) Codes** | **Jobs in Industry** | | **% Change (2016-21)** | **% in Industry (2016)** |
| **(2016)** | **(2021)** |
| Professional, Scientific, and Technical Services (541) | 1,260 | 1,336 | 6% | 20.3% |
| Beverage and Tobacco Product Manufacturing (312) | 456 | 498 | 9% | 7.4% |
| Management of Companies and Enterprises (551) | 394 | 404 | 3% | 6.4% |
| Merchant Wholesalers, Nondurable Goods (424) | 329 | 360 | 9% | 5.3% |
| Merchant Wholesalers, Durable Goods (423) | 261 | 282 | 8% | 4.2% |
| Religious, Grantmaking, Civic, Professional & Similar Organizations (813) | 230 | 240 | 4% | 3.7% |
| Administrative and Support Services (561) | 220 | 239 | 9% | 3.5% |
| Motor Vehicle and Parts Dealers (441) | 202 | 222 | 10% | 3.3% |
| Chemical Manufacturing (325) | 161 | 207 | 29% | 2.6% |
| Insurance Carriers and Related Activities (524) | 153 | 142 | (7%) | 2.5% |
| Publishing Industries (except Internet) (511) | 152 | 174 | 14% | 2.5% |
| Local Government (903) | 111 | 123 | 11% | 1.8% |
| Credit Intermediation and Related Activities (522) | 110 | 111 | 1% | 1.8% |
| Ambulatory Health Care Services (621) | 109 | 131 | 20% | 1.8% |
| Wholesale Electronic Markets and Agents and Brokers (425) | 104 | 110 | 6% | 1.7% |
| Computer and Electronic Product Manufacturing (334) | 102 | 103 | 1% | 1.7% |
| Real Estate (531) | 99 | 97 | (2%) | 1.6% |
| Social Assistance (624) | 95 | 112 | 18% | 1.5% |
| Accommodation (721) | 89 | 98 | 10% | 1.4% |
| Nursing and Residential Care Facilities (623) | 84 | 99 | 18% | 1.4% |

*Source: EMSI 2017.3*

**Table 6. Top Employers Posting Jobs in Bay Region and North Bay for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employer** | **Bay Region** | **Employer** | **North Bay** |
| Facebook | 629 | Wikia, Inc | 43 |
| Intero Real Estate | 475 | Wyndham Worldwide | 32 |
| Salesforce.Com | 459 | Treasury Wine Estates | 32 |
| Google Inc. | 457 | Yelp | 28 |
| Cisco Systems Incorporated | 409 | Wyndham Vacation Resorts Asia Pacific | 27 |
| Wells Fargo | 403 | Interstate Hotels & Resorts | 26 |
| Accenture | 321 | Biomarin Pharmaceutical Incorporated | 25 |
| Khosla Ventures | 303 | Spirit Halloween | 25 |
| Intel Corporation | 254 | Staples | 25 |
| Apple Inc. | 245 | Delicato Family Vineyards | 15 |

*Source: Burning Glass*

# Educational Supply

On the supply side, there are 15 Community Colleges issuing 64 awards annually on TOP 0506.40 **Small Business and Entrepreneurship**, and ten colleges on TOP 0509.00 **Marketing and Distribution** issuing 61 awards annually with two other postsecondary institutes issuing 12 additional awards annually (6 awards on each TOP code), for a total of 137 annual awards.

**Table 7a. 0506.40 Small Business and Entrepreneurship and CIP 52.0701 Entrepreneurship/Entrepreneurial Studies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | Associate Degrees | Certificates or Other Credit Awards | Total Awards |
| Alameda | East Bay | 49 | 0 | 2 | 2 |
| Berkeley City | East Bay | 63 | 0 | 0 | 0 |
| Canada | Mid-Peninsula | 43 | 1 | 1 | 2 |
| Chabot | East Bay | \* | 6 | 3 | 9 |
| DeAnza | Silicon Valley | 393 | 0 | 4 | 4 |
| Diablo Valley | East Bay | 135 | 0 | 5 | 5 |
| Evergreen | Silicon Valley | 44 | 0 | 0 | 0 |
| Laney | East Bay | 80 | 0 | 0 | 0 |
| Las Positas | East Bay | \* | 4 | 1 | 5 |
| Los Medanos | East Bay | \* | 4 | 2 | 6 |
| Marin | North Bay | 41 | 0 | 0 | 0 |
| Merritt | East Bay | 58 | 0 | 4 | 4 |
| Mission | Silicon Valley | 48 | 0 | 0 | 0 |
| Monterey | SC & Monterey | \* | 1 | 0 | 1 |
| Ohlone | East Bay | 41 | 0 | 0 | 0 |
| San Francisco | Mid-Peninsula | 102 | 0 | 6 | 6 |
| San Jose | Silicon Valley | \* | 2 | 3 | 5 |
| San Mateo | Mid-Peninsula | 45 | 0 | 0 | 0 |
| Santa Rosa | North Bay | 92 | 0 | 12 | 12 |
| Skyline | Mid-Peninsula | 97 | 0 | 1 | 1 |
| Solano | North Bay | \* | 1 | 0 | 1 |
| West Valley | Silicon Valley | 79 | 0 | 1 | 1 |
| JFK University | East Bay | n/a | 0 | 6 | 6 |
| **Total Bay Region** | | **1,408** | **19** | **51** | **70** |
| **Total North Bay** | | **133** | **1** | **12** | **13** |

**Table 7b. 0509.00 Marketing and Distribution and CIP 52.1401 Marketing/Marketing Management, General**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | Associate Degrees | Certificates or Other Credit Awards | Total Awards |
| Berkeley City | East Bay | 37 | 0 | 0 | 0 |
| Canada | Mid-Peninsula | 44 | 0 | 0 | 0 |
| Chabot | East Bay | 169 | 3 | 5 | 8 |
| De Anza | Silicon Valley | 565 | 7 | 9 | 16 |
| Diablo Valley | East Bay | 236 | 0 | 5 | 5 |
| Evergreen | Silicon Valley | 21 | 0 | 0 | 0 |
| Laney | East Bay | 45 | 1 | 1 | 2 |
| Las Positas | East Bay | 205 | 1 | 0 | 1 |
| Marin | North Bay | 27 | 0 | 0 | 0 |
| Merritt | East Bay | 38 | 0 | 0 | 0 |
| Mission | Silicon Valley | 13 | 0 | 0 | 0 |
| Monterey | SC & Monterey | 47 | 0 | 0 | 0 |
| Napa | North Bay | 49 | 0 | 0 | 0 |
| Ohlone | East Bay | 518 | 0 | 0 | 0 |
| San Francisco | Mid-Peninsula | 181 | 4 | 10 | 14 |
| San Jose | Silicon Valley | 31 | 2 | 3 | 5 |
| San Mateo | Mid-Peninsula | 29 | 3 | 4 | 7 |
| Santa Rosa | North Bay | 253 | 0 | 0 | 0 |
| Solano | North Bay | 86 | 1 | 1 | 2 |
| West Valley | Silicon Valley | 130 | 0 | 1 | 1 |
| Golden Gate University | Mid-Peninsula | n/a | 0 | 6 | 6 |
| **Total Bay Region** | | **2,747** | **22** | **45** | **67** |
| **Total North Bay** | | **415** | **1** | **1** | **2** |

# *\*n<10 or on another TOP code Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses and Number of Students who received an award is for 2015-16. For Community Colleges, the annual average for Associate Degrees and Certificates is 2014-17. For JFK and Golden Gate Universities, the annual average for awards is for 2013-16.

# Gap Analysis

The labor market gap is large in the Bay region for this cluster of Marketing Occupation with annual openings of 9,590 and annual supply of 125 community college awards plus 12 students from other postsecondary institutions. This represents a significant undersupply of about 9,453 students. In the North Bay sub-region, the gap is also significant, with annual openings of 658 and annual supply of 15 students. This represents an undersupply of about 643 students.

# Student Outcomes

Students who took courses on TOP codes 0506.40 and 0509.00 in the Bay region and North Bay sub-region are getting employed at higher rates and for higher wages than students at the state level in 2014-15. However, the student outcomes considered here for these two TOP codes are still lower than the same metrics across All Programs in the region. The following is a summary of the employment and earnings data presented in Tables 8a and 8b:

* City College of San Francisco is the top college in the region on both TOP codes for percentage of students employed four quarters after exit and for median quarterly earnings two quarters after exit in 2014-15.
* DeAnza is the top college in the region in terms of median percentage wage gain for both TOP codes.
* In terms of the percentage of students making a living wage, on TOP 0506.40, the top college in the region is DeAnza at 52%, and on TOP 0509.00 the top college is Las Positas at 67% in 2014-15.

**Table 8a. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.40 Small Business and Entrepreneurship**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2014-15** | **Bay (All Programs)** | **State (0506.40)** | **Bay (0506.40)** | **North Bay (0506.40)** | **Top College in Bay Region (0506.40)** | |
| % Employed Four Quarters After Exit | 68% | 54% | 59% | 43% | City College of San Francisco (Centers) | 68% |
| Median Earnings Two Quarters After Exit | $12,640 | $6,670 | $8,810 | $5,755 | City College of San Francisco (Centers) | $13,285 |
| Median % Change in Earnings | 37% | 45% | 47% | 33% | DeAnza | 85% |
| % of Students Earning a Living Wage | 51% | 40% | 42% | 31% | DeAnza | 52% |

*Source: Launchboard*

**Table 8b. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0509.00 Marketing and Distribution**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2014-15** | **Bay (All Programs)** | **State (0509.00)** | **Bay (0509.00)** | **North Bay (0509.00)** | **Top College in Bay Region (0509.00)** | |
| % Employed Four Quarters After Exit | 68% | 57% | 61% | 58% | City College of San Francisco | 71% |
| Median Earnings Two Quarters After Exit | $12,640 | $7,290 | $7,650 | $5,190 | City College of San Francisco | $12,280 |
| Median % Change in Earnings | 37% | 49% | 56% | 35% | DeAnza | 66% |
| % of Students Earning a Living Wage | 51% | 46% | 48% | 21% | Las Positas | 67% |

*Source: Launchboard*

# Skills

**Table 9. Top Skills for Marketing Occupations in the Bay and North Bay Sub-Region (Nov 2016 – Oct 2017)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Skill** | **Bay** | **North Bay** | **Skill** | **Bay** | **North Bay** | **Skill** | **Bay** | **North Bay** |
| Product Management | 10,181 | 98 | Social Media | 4,826 | 227 | Marketing Management | 3,043 | 71 |
| Project Management | 7,765 | 217 | Product Development | 4,518 | 71 | Optimization | 2,872 | 54 |
| Marketing | 7,682 | 390 | Salesforce | 4,392 | 113 | Software as a Service (SaaS) | 2,659 | 20 |
| Sales | 7,494 | 440 | Microsoft Powerpoint | 4,330 | 219 | Key Performance Indicators | 2,595 | 60 |
| Budgeting | 6,979 | 417 | Customer Service | 4,167 | 248 | Product Sales | 2,586 | 102 |
| Microsoft Excel | 6,867 | 361 | Microsoft Office | 3,999 | 296 | Market Research | 2,474 | 60 |
| Business Development | 6,771 | 227 | Market Strategy | 3,979 | 136 | Scheduling | 2,317 | 140 |
| Product Marketing | 5,900 | 72 | Sales Management | 3,950 | 392 | Customer Contact | 2,294 | 79 |

*Source: Burning Glass*Note: There are very few certifications requested in online job postings by employers for the occupations selected.

**Table 10. Education Requirements in Bay Region**

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **% of Total Postings indicating a degree level** |
| High school or vocational training | 991 | 4% |
| Associate Degree | 442 | 2% |
| Bachelor’s Degree or Above | 25,604 | 94% |

*Source: Burning Glass*

*Note: 36% of postings have been excluded because they do not indicate a degree level.*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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