** Marketing Occupations**

**Labor Market Information Report**

**West Valley College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Marketing workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County.) There is a projected annual gap of about 6,860 students in the Bay region and 1,031students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0509.00 - Marketing and Distribution in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at West Valley College and in the region.

# Introduction

This report profiles Marketing Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at West Valley College.

|  |
| --- |
| * **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% |
|  |
| * **Market 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: 14*%* |
|  |
| * **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 give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.
 |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 15*%* |

# Occupational Demand

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Marketing Managers | 16,196 | 17,673 | 1,477  | 9% | 8,469 | 1,694 | $45.08  | $79.63  |
| Market Research Analysts and Marketing Specialists | 38,559 | 44,533 | 5,974  | 15% | 25,484 | 5,097 | $20.63  | $40.24  |
| Advertising and Promotions Managers | 1,360 | 1,443 | 83  | 6% | 799 | 160 | $32.27  | $53.84  |
| **Total** | **56,115** | **63,649** | **7,534**  | **13%** | **34,751** | **6,950** | **$27.97**  | **$51.94**  |

*Source: EMSI 2019.1*

**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 Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Marketing Managers | 2,928 | 3,068 | 140  | 5% | 1,385 | 277 | $38.43  | $71.58  |
| Market Research Analysts and Marketing Specialists | 6,156 | 6,839 | 683  | 11% | 3,744 | 749 | $15.07  | $32.35  |
| Advertising and Promotions Managers | 248 | 257 | 10  | 4% | 138 | 28 | $29.15  | $49.31  |
| **TOTAL** | **9,331** | **10,164** | **833**  | **9%** | **5,267** | **1,053** | **$22.77**  | **$45.11**  |

*Source: EMSI 2019.1*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (March 2018 - Feb 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
|  Marketing Managers (11-2021.00) | 35,561 | 11,437 |
|  Market Research Analysts and Marketing Specialists (13-1161.00) | 13,321 | 3,629 |
|  Advertising and Promotions Managers (11-2011.00) | 337 | 55 |
|  Green Marketers (11-2011.01) | 51 | 9 |
|  **Total** |  **49,270**  |  **15,130**  |

*Source: Burning Glass*

**Table 4. Top Job Titles for Marketing Occupations for latest 12 months (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Silicon Valley | Common Title | Bay | Silicon Valley |
| Marketing Manager | 7,252 | 2,183 | Director, Product Management | 379 | 149 |
| Product Manager | 3,671 | 1,158 | Technical Product Manager | 367 | 146 |
| Product Marketing Manager | 2,976 | 1,128 | Sales Operations Analyst | 345 | 157 |
| Director of Marketing | 2,157 | 682 | Marketing Operations Manager | 319 | 101 |
| Senior Product Manager | 1,742 | 597 | Social Media Specialist | 269 | 88 |
| Marketing Specialist | 1,652 | 628 | Development Associate | 264 | 30 |
| Marketing Associate | 1,563 | 305 | Technical Sourcer | 264 | 78 |
| Marketing Coordinator | 1,448 | 345 | Vice President of Marketing | 264 | 52 |
| Digital Marketing Manager | 837 | 220 | Email Marketing Manager | 243 | 34 |
| Marketing Analyst | 768 | 203 | Head, Marketing | 224 | 43 |
| Social Media Manager | 644 | 169 | Operations Specialist | 224 | 91 |
| Marketing Assistant | 616 | 120 | Associate Product Manager | 201 | 44 |
| Shopper | 398 | 55 | Product Analyst | 190 | 42 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Marketing Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 5,146 | 5,471 | 42% | 9.5% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 4,036 | 4,257 | 13% | 7.4% |
| Electronic Computer Manufacturing (334111) | 3,045 | 3,148 | 10% | 5.5% |
| Custom Computer Programming Services (541511) | 3,000 | 3,077 | 17% | 5.4% |
| Software Publishers (511210) | 2,734 | 2,885 | 25% | 5.0% |
| Administrative Management and General Management Consulting Services (541611) | 2,195 | 2,309 | 27% | 4.0% |
| Computer Systems Design Services (541512) | 1,748 | 1,761 | 13% | 3.1% |
| Other Scientific and Technical Consulting Services (541690) | 1,755 | 1,704 |  (6%) | 3.0% |
| Marketing Consulting Services (541613) | 1,070 | 1,114 | 24% | 1.9% |
| Data Processing, Hosting, and Related Services (518210) | 975 | 1,056 | 38% | 1.8% |
| Advertising Agencies (541810) | 1,023 | 1,026 | 3% | 1.8% |
| Electronic Shopping and Mail-Order Houses (454110) | 792 | 823 | 24% | 1.4% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 744 | 781 |  (2%) | 1.4% |
| Semiconductor and Related Device Manufacturing (334413) | 609 | 609 |  (5%) | 1.1% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Marketing Occupations in Bay Region and Silicon Valley Sub-Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Facebook | 972 | Twitter | 133 | Google Inc. | 691 |
| Google Inc. | 913 | Williams-Sonoma | 129 | Cisco Systems Incorporated | 370 |
| Walmart / Sam's | 555 | Dell | 128 | Apple Inc. | 298 |
| Salesforce | 554 | Intel Corporation | 127 | Intuit | 241 |
| Cisco Systems Incorporated | 445 | Hewlett-Packard | 118 | Vmware Incorporated | 230 |
| Uber | 332 | Autodesk Incorporated | 112 | Paypal | 215 |
| Gap Inc. | 319 | Sephora | 100 | Servicenow | 188 |
| Apple Inc. | 302 | Safeguard Scientifics Incorporated | 99 | Amazon | 148 |
| Instacart | 299 | DocuSign | 96 | Adobe Systems | 144 |
| Amazon | 275 | Accel | 94 | Intel Corporation | 127 |
| Intuit | 265 | Gilead Sciences | 94 | Walmart / Sam's | 122 |
| Adobe Systems | 254 | Western Digital | 94 | Dell | 117 |
| Paypal | 246 | Redpoint Ventures | 92 | eBay | 117 |
| Linkedin Limited | 235 | Palo Alto Networks | 91 | Hewlett-Packard | 110 |
| Vmware Incorporated | 233 | Dropbox Incorporated | 89 | Palo Alto Networks | 90 |
| Oracle | 230 | Splunk, Inc | 87 | Applied Materials | 86 |
| Servicenow | 213 | Applied Materials | 86 | Western Digital | 86 |
| Shipt | 212 | Sage Group | 86 | Facebook | 82 |
| Workday, Inc | 199 | Kaiser Permanente | 84 | IBM | 77 |
| Wells Fargo | 195 | Staples | 84 | Juniper Networks Incorporated | 74 |
| eBay | 183 | Deloitte | 83 | Nvidia Corporation | 69 |
| Visa | 177 | Okta, Inc | 81 | 8X8 Incorporated | 68 |
| IBM | 147 | Abbott Laboratories | 80 | Rubrik | 68 |

*Source: Burning Glass*

# Educational Supply

There are 13 community colleges in the Bay Region issuing 90 awards on average annually (last 3 years) on TOP 0509.00 - Marketing and Distribution. There are three colleges in the Silicon Valley Sub-Region issuing 22 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0509.00 - Marketing and Distribution in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Cañada College  | Mid Peninsula |  58  |  |  |  |
| Chabot College  | East Bay |  189  | 3 | 5 | 8 |
| City College of San Francisco  | Mid Peninsula |  231  | 4 | 10 | 14 |
| College of Marin  | North Bay |  13  |  |  |  |
| College of San Mateo  | Mid Peninsula |  n/a  | 3 | 4 | 7 |
| De Anza College  | Silicon Valley |  551  | 8 | 8 | 16 |
| Diablo Valley College  | East Bay |  199  |  | 5 | 5 |
| Gavilan College  | Santa Cruz - Monterey |  17  |  |  |  |
| Laney College  | East Bay |  18  | 1 | 1 | 2 |
| Las Positas College  | East Bay |  232  | 1 |  | 1 |
| Merritt College  | East Bay |  74  |  |  |  |
| Mission College  | Silicon Valley |  32  |  |  |  |
| Monterey Peninsula College  | Santa Cruz - Monterey |  49  |  |  |  |
| Napa Valley College  | North Bay |  57  |  |  |  |
| Ohlone College  | East Bay |  515  |  |  |  |
| San Jose City College  | Silicon Valley |  43  | 2 | 3 | 5 |
| Santa Rosa Junior College  | North Bay |  207  |  |  |  |
| Skyline College  | Mid Peninsula |  19  |  |  |  |
| Solano College  | North Bay |  30  | 1 | 1 | 2 |
| West Valley College | Silicon Valley |  66  |  | 1 | 1 |
| Cañada College  | Mid Peninsula |  58  |  |  |  |
| Chabot College  | East Bay |  189  | 3 | 5 | 8 |
| City College of San Francisco  | Mid Peninsula |  231  | 4 | 10 | 14 |
| College of Marin  | North Bay |  13  |  |  |  |
| College of San Mateo  | Mid Peninsula |  n/a  | 3 | 4 | 7 |
| **Total Bay Region** |  **3,091**  |  **33**  |  **57**  |  **90**  |
| **Total Silicon Valley Sub-Region** | **692** | **10** | **12** | **22** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 6,950 annual openings for the Marketing occupational cluster and 90 annual (3-year average) awards for an annual undersupply of 6,860 students. In the Silicon Valley Sub-Region, there is also a gap with 1,053 annual openings and 22 annual (3-year average) awards for an annual undersupply of 1,031 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | West Valley College (All CTE Programs) | State (0509.00) | Bay (0509.00) | Silicon Valley (0509.00) | West Valley College (0509.00) |
| % Employed Four Quarters After Exit | 74% | 68% | 61% | 67% | 73% | 75% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,771 | $8,057 | $9,259 | $10,036 | $7,786 |
| Median % Change in Earnings | 46% | 41% | 51% | 58% | 48% | 149% |
| % of Students Earning a Living Wage | 63% | 57% | 50% | 51% | 51% | n/a |

*Source: Launchboard Pipeline (version available on 3/27/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Marketing Occupations in Bay Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Marketing | 18,836 | Business Development | 4,481 | Data Science | 2,433 |
| Product Management | 18,214 | Sales | 3,889 | Experiments | 2,413 |
| Product Marketing | 9,958 | Market Research | 3,871 | Content Management | 2,404 |
| Project Management | 9,884 | Facebook | 3,843 | Customer Contact | 2,359 |
| Social Media | 8,259 | SQL | 3,828 | Articulating Value Propositions | 2,301 |
| Budgeting | 7,944 | Competitive Analysis | 3,561 | Content Marketing | 2,285 |
| Product Development | 7,553 | Product Sales | 3,474 | Market Planning | 2,278 |
| Market Strategy | 6,318 | E-Commerce | 3,425 | Stakeholder Management | 2,278 |
| Marketing Management | 5,994 | Thought Leadership | 3,154 | Description and Demonstration of Products | 2,257 |
| Digital Marketing | 5,819 | Scheduling | 2,953 | Marketo | 2,229 |
| Business-to-Business | 5,291 | Marketing Programs | 2,569 | Quality Assurance and Control | 2,174 |
| Salesforce | 5,008 | Adobe Photoshop | 2,538 | Marketing Strategy Development | 2,085 |
| Key Performance Indicators (KPIs) | 4,954 | Google Analytics | 2,493 | Marketing Communications | 1,976 |
| Software as a Service (SaaS) | 4,815 | Data Analysis | 2,477 | Software Development | 1,924 |
| Customer Service | 4,490 | Email Marketing | 2,451 | Content Development | 1,920 |

*Source: Burning Glass*

**Table 10. Certifications for Marketing Occupations in the Bay Region (March 2018 - Feb 2019)**

Note: 96% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 648 | Certified Professional in Supply Management (CPSM) | 19 |
| Project Management Certification | 306 | Food Service Certification | 18 |
| Project Management Professional (PMP) | 179 | Six Sigma Certification | 17 |
| Real Estate Certification | 97 | ITIL Certification | 16 |
| Certified Public Accountant (CPA) | 94 | American Institute of Certified Planners | 14 |
| Google AdWords Training | 54 | Chartered Financial Analyst (CFA) | 14 |
| Certified ScrumMaster (CSM) | 53 | Chartered Property Casualty Underwriter (CPCU) | 14 |
| Series 7 | 50 | Associate of the Casualty Actuarial Society (ACAS) | 13 |
| IT Infrastructure Library (ITIL) Certification | 49 | Certified Scrum Product Owner (CSPO) | 13 |
| Certified Information Systems Security Professional (CISSP) | 40 | Cisco Certified Network Associate (CCNA) | 13 |
| Certified Salesforce Administrator | 31 | Cisco Certified Network Professional (CCNP) | 13 |
| Cisco Certified Internetwork Expert (CCIE) | 29 | Financial Risk Manager (FRM) | 13 |
| Investment Advisor | 29 | Marketing Cloud Consultant | 13 |
| Agile Certification | 27 | Program Management Professional (PgMP) | 13 |
| Certified Energy Manager | 25 | Certified Administrator | 12 |
| Security Clearance | 25 | Certified Information Privacy Professional (CIPP) | 12 |
| Certified Treasury Professional (CTP) | 22 | Fellow of the Casualty Actuarial Society (FCAS) | 12 |
| Food Handler Certification | 22 | Leadership In Energy And Environmental Design (LEED) Certified | 12 |
| Marketing Automation Certification | 22 | Series 6 | 12 |
| Master Project Management | 21 | Certified Financial Planner (CFP) | 11 |
| Chartered Advisor For Senior Living | 20 | Advertising Certification | 10 |

*Source: Burning Glass*

**Table 11. Education Requirements for Marketing Occupations in Bay Region**

Note: 37% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings |
| High school or vocational training | 340 (1%) |
| Associate Degree | 450 (2%) |
| Bachelor’s Degree or Higher | 30,408 (97%) |

*Source: Burning Glass*

# 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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), doreen@baccc.net or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544