

# Labor Market Analysis for Program Recommendation

# Digital Media Marketing Occupations

# Mission College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**May 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Digital Media 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 7,584 students in the Bay region and 2,481 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0614.00 Digital Media programs 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 Mission College and in the region.

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

* **Advertising and Promotions Managers (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: 17%
* **Marketing Managers (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: 15%
* **Market Research Analysts and Marketing Specialists (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%
* **Graphic Designers (27-1024):** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

## Occupational Demand

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertising and Promotions Managers | 744 | 768 | 23 | 3% | 400 | 80 | $53 | $72 |
| Marketing Managers | 19,338 | 20,484 | 1,145 | 6% | 9,427 | 1,885 | $68 | $90 |
| Market Research Analysts and Marketing Specialists | 36,514 | 41,339 | 4,824 | 13% | 23,633 | 4,727 | $31 | $45 |
| Graphic Designers | 10,230 | 10,292 | 62 | 1% | 4,917 | 983 | $22 | $33 |
| **Total** | **66,826** | **72,883** | **6,056** | **9%** | **38,376** | **7,675** |  |  |
| Source: EMSI 2021.4 |

**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 Digital Media Marketing Occupations in Silicon Valley Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertising and Promotions Managers | 78 | 91 | 12 | 17% | 55 | 11 | $50 | $69 |
| Marketing Managers | 7,123 | 7,498 | 375 | 5% | 3,416 | 683 | $73 | $95 |
| Market Research Analysts and Marketing Specialists | 11,817 | 13,432 | 1,614 | 14% | 7,720 | 1,544 | $36 | $53 |
| Graphic Designers | 2,501 | 2,583 | 82 | 3% | 1,268 | 254 | $24 | $34 |
| **Total** | **21,519** | **23,605** | **6,056** | **10%** | **12,459** | **2,492** |  |  |
| Source: EMSI 2021.4 |

**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 (Apr 2021 - Mar 2022)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Marketing Managers | 41,614 | 13,264 |
| Market Research Analysts and Marketing Specialists | 12,653 | 3,482 |
| Graphic Designers | 3,355 | 1,123 |
| Advertising and Promotions Managers | 272 | 83 |
| Green Marketers | 51 | 11 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Digital Media Marketing Occupations for latest 12 months (Apr 2021 - Mar 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Product Manager | 1,666 | Technical Sourcer | 269 |
| Senior Product Manager | 845 | Marketing Associate | 251 |
| Marketing Manager | 771 | Visual Designer | 228 |
| Product Marketing Manager | 746 | Marketing Assistant | 221 |
| Graphic Designer | 626 | Sales Operations Analyst | 201 |
| Marketing Coordinator | 554 | Marketing Operations Manager | 200 |
| Marketing Specialist | 303 | Director Of Marketing | 193 |
| Digital Marketing Manager | 300 | Technical Product Manager | 193 |
| Social Media Manager | 278 | Digital Marketing Specialist | 192 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Digital Media Marketing Occupations for latest 12 months (Apr 2021 - Mar 2022) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Product Manager | 529 | Digital Marketing Manager | 75 |
| Senior Product Manager | 237 | Technical Product Manager | 75 |
| Marketing Manager | 195 | Visual Designer | 70 |
| Product Marketing Manager | 191 | Ux/Visual Designer III | 69 |
| Graphic Designer | 148 | Director, Product Management | 68 |
| Marketing Specialist | 107 | Marketing Assistant | 64 |
| Sales Operations Analyst | 99 | Principal Product Manager | 61 |
| Marketing Coordinator | 91 | Social Media Manager | 52 |
| Technical Sourcer | 76 | Digital Marketing Specialist | 51 |
| Source: Burning Glass |

## Industry Concentration

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

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Internet Publishing and Broadcasting and Web Search Portals | 8,693 | 2,523 | 13% | 8% |
| Software Publishers | 4,123 | 878 | 6% | 6% |
| Custom Computer Programming Services | 3,645 | 706 | 5% | 3% |
| Corporate, Subsidiary, and Regional Managing Offices | 3,792 | -272 | 6% | 5% |
| Administrative Management and General Management Consulting Services | 2,419 | 541 | 4% | 8% |
| Computer Systems Design Services | 1,973 | 244 | 3% | 3% |
| Data Processing, Hosting, and Related Services | 1,576 | 340 | 2% | 5% |
| Electronic Computer Manufacturing | 1,593 | 205 | 2% | 3% |
| Electronic Shopping and Mail-Order Houses | 1,341 | 130 | 2% | 6% |
| Interior Design Services | 1,332 | 42 | 2% | 25% |
| Source: EMSI 2021.4 |

**Table 6. Top Employers Posting Digital Media Marketing Occupations in Bay Region and Silicon Valley Sub-Region (Apr 2021 - Mar 2022)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Google Inc. | 1,258 | Google Inc. | 794 |
| Facebook | 1,171 | Paypal | 414 |
| Paypal | 611 | Intuit | 359 |
| Salesforce | 570 | Cisco Systems Incorporated | 330 |
| Intuit | 486 | Apple Inc. | 305 |
| Walmart / Sam's | 480 | Palo Alto Networks | 295 |
| Amazon | 479 | Nvidia Corporation | 272 |
| Visa | 476 | Intel Corporation | 264 |
| Cisco Systems Incorporated | 442 | Amazon | 227 |
| Uber | 426 | Servicenow, Inc | 221 |
| Source: Burning Glass |

## Educational Supply

There are eight (8) community colleges in the Bay Region issuing 91 awards on average annually (last 3 years ending 2018-19) on TOP 0614.00 Digital Media. In the Silicon Valley Sub-Region, there are three (3) community colleges that issued 11 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 0614.00 Digital Media in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Berkeley City | East Bay | 0 | 2 | 2 |
| Cabrillo | SC-Monterey | 5 | 9 | 14 |
| Gavilan | Silicon Valley | 4 | 1 | 5 |
| Las Positas | East Bay | 5 | 3 | 8 |
| Mission | Silicon Valley | 0 | 1 | 1 |
| San Francisco | Mid-Peninsula | 0 | 31 | 31 |
| San Mateo | Mid-Peninsula | 15 | 10 | 25 |
| West Valley | Silicon Valley | 2 | 3 | 5 |
| **Total** |  | **31** | **60** | **91** |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,675 annual openings for the Digital Media Marketing occupational cluster and 91 annual (3-year average) awards for an annual undersupply of 7,584 students. In the Silicon Valley Sub-Region, there is also a gap with 2,492 annual openings and 11 annual (3-year average) awards for an annual undersupply of 2,481 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.00 Digital Media**

| **Metric Outcomes** | **Bay All CTE Programs** | **Mission All CTE Programs** | **State 0614.00** | **Bay 0614.00** | **Silicon Valley 0614.00** | **Mission College 0614.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | 57% | 52% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $54,792 | $25,364 | $28,374 | $30,009 | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 19% | 26% | 31% | 45% | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 51% | 32% | 27% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Digital Media Marketing Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Product Management | 22,392 | Salesforce | 5,440 |
| Marketing | 19,673 | Business Development | 5,231 |
| Project Management | 11,831 | Adobe Photoshop | 4,711 |
| Product Marketing | 11,436 | Market Research | 4,439 |
| Product Development | 9,545 | Facebook | 4,371 |
| Social Media | 9,063 | Product Sales | 4,249 |
| Budgeting | 8,957 | Thought Leadership | 4,216 |
| Market Strategy | 7,839 | Data Science | 4,037 |
| Business-to-Business | 7,295 | Experiments | 4,008 |
| Key Performance Indicators (KPIs) | 6,548 | Stakeholder Management | 3,996 |
| Marketing Management | 6,479 | Sales | 3,928 |
| Software as a Service (SaaS) | 6,380 | Adobe Indesign | 3,919 |
| Digital Marketing | 6,362 | SQL | 3,809 |
| Customer Service | 5,625 | E-Commerce | 3,798 |
| Source: Burning Glass |

**Table 10. Certifications for Digital Media Marketing Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 713 | Security Clearance | 47 |
| Project Management Certification | 504 | Agile Certification | 41 |
| Project Management Professional (PMP) | 307 | Six Sigma Certification | 40 |
| Certified ScrumMaster (CSM) | 69 | Lean Six Sigma Certification | 36 |
| Series 7 | 66 | Food Handler Certification | 36 |
| Certified Scrum Product Owner (CSPO) | 66 | IT Infrastructure Library (ITIL) Certification | 31 |
| Marketing Automation Certification | 64 | Real Estate Certification | 28 |
| Chartered Advisor For Senior Living | 59 | Home Energy Raters (HERS) Certification | 28 |
| Certified Public Accountant (CPA) | 59 | Food Service Certification | 28 |
| Certified Information Systems Security Professional (CISSP) | 50 | Investment Advisor | 27 |
| Source: Burning Glass |

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

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

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 591 | 2% |
| Associate's degree | 464 | 1% |
| Bachelor's degree and higher | 34,145 | 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/
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:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544