

## Program Endorsement Brief: 0509.00 – Marketing and Distribution *Marketing (Certificate)*

Los Angeles/Orange County Center of Excellence, November 2021

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### Summary Analysis

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input checked="" type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input type="checkbox"/>	<b>Not Endorsed</b> <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Education:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Emerging Occupation(s)</b>			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: *buyers and purchasing agents* (13-1028), and *sales representatives, wholesale and manufacturing, except technical and scientific products* (41-4012). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree,<sup>1</sup> and are highlighted in this report to show which marketing occupations are immediately accessible to community college-level award earners. However, the field of marketing is comprised of many occupations that typically require workers to obtain a bachelor's degree. Therefore, above middle-skill occupations are included in this report to illuminate a pathway for students who continue their education past the community college level. The above middle-skill marketing occupations in this report include *advertising and promotions managers* (11-2011), *marketing managers* (11-2021), and *market research analysts and marketing specialists* (13-1161).

This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations. While demand data for above middle-skill marketing occupations are included in this report, the program endorsement only takes into account the middle-skill marketing occupations when considering the local supply and demand.

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<sup>1</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Based on the available data, there appears to be a supply gap for these middle-skill marketing occupations in the region. Furthermore, nearly one-third of current workers in the field have completed either some college or an associate degree, and entry-level wages exceed the self-sufficiency standard wage in both Los Angeles and Orange counties. **Therefore, due to all the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** – Over the next five years, there is projected to be **7,070 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 1,024 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, **all of the annual job openings** for these middle-skill marketing occupations **have entry-level wages above the self-sufficiency standard hourly wage** (\$18.10/hour).<sup>2</sup>
- **Educational Criteria** – Within the LA/OC region, **78% of the annual job openings** for middle-skill occupations related to marketing **typically require a high school diploma.**
  - However, the national-level educational attainment data indicates **between 31.3% and 34.3% of workers in the field have completed some college or an associate degree.**

**Supply:**

- There are **23 community colleges** in the LA/OC region that issue awards related to marketing, conferring an average of **310 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **714 awards conferred annually** in related training programs by non-community college institutions throughout the region.

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Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/30/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these middle-skill marketing occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 8% through 2025. However, there will be nearly 7,100 job openings per year through 2025 due to retirements and workers leaving the field.

**Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	58,900	53,753	(5,147)	(9%)	5,069
Orange	22,989	21,513	(1,476)	(6%)	2,002
<b>Total</b>	<b>81,889</b>	<b>75,265</b>	<b>(6,623)</b>	<b>(8%)</b>	<b>7,070</b>

Exhibit 2 shows the five-year occupational demand projections for the above middle-skill group of marketing occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 4% through 2025. There will be nearly 5,100 job openings per year through 2025 due to job growth and workers leaving the field.

*This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.*

**Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	37,861	39,390	1,529	4%	3,606
Orange	15,318	15,959	640	4%	1,465
<b>Total</b>	<b>53,179</b>	<b>55,348</b>	<b>2,169</b>	<b>4%</b>	<b>5,071</b>

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

## **Wages**

The labor market endorsement in this report considers the entry-level hourly wages for these marketing occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County**— All of the annual openings for these marketing occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$19.04 and \$24.75. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$24.10 and \$47.30. Experienced workers can expect to earn wages between \$44.00 and \$94.11, which are higher than the self-sufficiency standard.

**Orange County**— All of the annual openings for these marketing occupations have entry-level wages nearly equal to or above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$20.60 and \$25.51. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$23.41 and \$46.33. Experienced workers can expect to earn wages between \$42.71 and \$92.48, which are higher than the self-sufficiency standard.

## **Job Postings**

There were 5,627 online job postings related to the middle-skill marketing occupations in this report listed in the past 12 months. The highest number of job postings were for buyers, purchasing agents, contract administrators, purchasing coordinators, and senior buyers. The top skills were: purchasing, procurement, contract management, contract administration, and scheduling. The top three employers, by number of job postings, in the region were: Anthem Blue Cross, Northrop Grumman, and Raytheon.

*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

## Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for these marketing occupations:

- **Bachelor’s degree:** Advertising and Promotions Managers; Buyers and Purchasing Agents; Marketing Managers; Market Research Analysts and Marketing Specialists
- **High school diploma or equivalent:** Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

In the LA/OC region, 78% of the annual job openings for these middle-skill marketing occupations typically require a high school diploma or equivalent. However, the national-level educational attainment data indicates that between 31.3% and 34.3% of workers in the field have completed some college or an associate degree. Of the 74% of middle-skill marketing job postings listing a minimum education requirement in Los Angeles/Orange County, 75% (3,114) requested a bachelor’s degree, 19% (782) requested a high school diploma, and 7% (276) requested an associate degree.

## Educational Supply

**Community College Supply**—Exhibit 3 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Marketing and Distribution (0509.00), Advertising (0509.10), Sales and Salesmanship (0509.40), Display (0509.60), and E-Commerce-Business Emphasis (0509.70). The colleges with the most completions in the region are: Orange Coast, Santa Monica, and Santiago Canyon. Over the past 12 months, there were five other related program recommendation requests from regional community colleges.

**Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0509.00	Marketing and Distribution	Cerritos	11	25	18	18
		Compton	1	1	-	1
		East LA	4	9	5	6
		El Camino	13	14	6	11
		Glendale	-	1	1	1
		LA City	10	12	15	12
		LA Mission	2	-	-	1
		LA Pierce	8	4	8	7
		LA Trade	10	3	3	5
		LA Valley	16	28	19	21
		Long Beach	15	6	5	9
		Mt San Antonio	3	5	5	4
		Pasadena	-	3	6	3
		Rio Hondo	8	2	9	6

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Santa Monica	20	20	28	23
		West LA	3	1	1	2
		<b>LA Subtotal</b>	<b>124</b>	<b>134</b>	<b>129</b>	<b>129</b>
		Cypress	4	4	5	4
		Fullerton	-	2	4	2
		Golden West	3	2	6	4
		Orange Coast	107	83	69	86
		Saddleback	10	16	27	18
		Santa Ana	-	3	-	1
		Santiago Canyon	24	17	18	20
		<b>OC Subtotal</b>	<b>148</b>	<b>127</b>	<b>129</b>	<b>135</b>
		<b>Supply Subtotal/Average</b>	<b>272</b>	<b>261</b>	<b>258</b>	<b>264</b>
0509.10	Advertising	Santa Monica	9	8	15	11
		<b>LA Subtotal</b>	<b>9</b>	<b>8</b>	<b>15</b>	<b>11</b>
		Orange Coast	2	1	3	2
		Santiago Canyon	25	-	1	9
		<b>OC Subtotal</b>	<b>27</b>	<b>1</b>	<b>4</b>	<b>11</b>
		<b>Supply Subtotal/Average</b>	<b>36</b>	<b>9</b>	<b>19</b>	<b>21</b>
0509.40	Sales and Salesmanship	Santa Monica	16	13	19	16
		<b>LA Subtotal</b>	<b>16</b>	<b>13</b>	<b>19</b>	<b>16</b>
		Orange Coast	11	3	5	6
		Santa Ana	1	-	-	0
		<b>OC Subtotal</b>	<b>12</b>	<b>3</b>	<b>5</b>	<b>7</b>
		<b>Supply Subtotal/Average</b>	<b>28</b>	<b>16</b>	<b>24</b>	<b>23</b>
0509.60	Display	Orange Coast	-	2	-	1
		<b>OC Subtotal</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>1</b>
		<b>Supply Subtotal/Average</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>1</b>
0509.70	E-Commerce (Business emphasis)	Long Beach	-	-	4	1
		<b>LA Subtotal</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>1</b>
		<b>Supply Subtotal/Average</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>1</b>
		<b>Supply Total/Average</b>	<b>336</b>	<b>288</b>	<b>305</b>	<b>310</b>

**Non-Community College Supply**—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for marketing. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Advertising (09.0903), E-Commerce/Electronic Commerce (52.0208), and Marketing/Marketing Management, General (52.1401). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 714 awards.

**Exhibit 4: Regional non-community college awards, 2016-2019**

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
09.0903	Advertising	Pepperdine University	42	43	34	40
52.0208	E-Commerce/ Electronic Commerce	University of La Verne	-	2	3	2
52.1401	Marketing/ Marketing Management, General	CSU-Northridge	327	377	395	366
		Fashion Institute of Design & Merchandising-LA	32	70	68	57
		Fremont College	5	3	4	4
		Loyola Marymount University	165	184	132	160
		Mount Saint Mary's University	21	22	10	18
		University of Phoenix-CA	48	53	31	44
		Vanguard University of Southern California	11	7	9	9
		Westcliff University	-	-	1	0
		Woodbury University	11	14	17	14
<b>Supply Total/Average</b>			<b>662</b>	<b>775</b>	<b>704</b>	<b>714</b>

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	13,039	12,183	(856)	(7%)	1,127	\$24.75	\$33.38	\$44.27
Buyers and Purchasing Agents (13-1028)	45,861	41,570	(4,291)	(9%)	3,942	\$19.04	\$28.83	\$44.10
<b>Middle-Skill Subtotal</b>	<b>58,900</b>	<b>53,753</b>	<b>(5,147)</b>	<b>(9%)</b>	<b>5,069</b>			
Market Research Analysts and Marketing Specialists (13-1161)	968	983	15	2%	89	\$47.30	\$64.92	\$81.54
Marketing Managers (11-2021)	10,970	11,013	43	0%	861	\$46.65	\$69.02	\$94.11
Advertising and Promotions Managers (11-2011)	25,923	27,393	1,470	6%	2,656	\$24.10	\$32.08	\$44.00
<b>Above Middle-Skill Subtotal</b>	<b>37,861</b>	<b>39,390</b>	<b>1,529</b>	<b>4%</b>	<b>3,606</b>			
<b>Total</b>	<b>96,761</b>	<b>93,142</b>	<b>(3,619)</b>	<b>(4%)</b>	<b>8,675</b>			



**Exhibit 6. Orange County**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	5,278	4,994	(284)	(5%)	459	\$25.51	\$34.23	\$45.30
Buyers and Purchasing Agents (13-1028)	17,711	16,519	(1,192)	(7%)	1,543	\$20.60	\$31.17	\$47.60
<b>Middle-Skill Subtotal</b>	<b>22,989</b>	<b>21,513</b>	<b>(1,476)</b>	<b>(6%)</b>	<b>2,002</b>			
Market Research Analysts and Marketing Specialists (13-1161)	281	259	(22)	(8%)	24	\$43.73	\$60.95	\$77.67
Marketing Managers (11-2021)	4,572	4,620	48	1%	363	\$46.33	\$68.14	\$92.48
Advertising and Promotions Managers (11-2011)	10,465	11,079	614	6%	1,077	\$23.41	\$31.15	\$42.71
<b>Above Middle-Skill Subtotal</b>	<b>15,318</b>	<b>15,959</b>	<b>640</b>	<b>4%</b>	<b>1,465</b>			
<b>Total</b>	<b>38,307</b>	<b>37,472</b>	<b>(836)</b>	<b>(2%)</b>	<b>3,466</b>			

### Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,316	17,177	(1,140)	(6%)	1,586	High school diploma or equivalent
Buyers and Purchasing Agents (13-1028)	63,572	58,089	(5,483)	(9%)	5,485	Bachelor's degree
<b>Middle-Skill Subtotal</b>	<b>81,889</b>	<b>75,265</b>	<b>(6,623)</b>	<b>(8%)</b>	<b>7,070</b>	
Market Research Analysts and Marketing Specialists (13-1161)	1,249	1,243	(7)	(1%)	113	Bachelor's degree
Marketing Managers (11-2021)	15,542	15,633	91	1%	1,225	Bachelor's degree
Advertising and Promotions Managers (11-2011)	36,388	38,473	2,085	6%	3,733	Bachelor's degree
<b>Above Middle-Skill Subtotal</b>	<b>53,179</b>	<b>55,348</b>	<b>2,169</b>	<b>4%</b>	<b>5,071</b>	
<b>Total</b>	<b>135,068</b>	<b>130,614</b>	<b>(4,454)</b>	<b>(3%)</b>	<b>12,141</b>	

#### Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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