**Digital Marketing Occupations**

**Labor Market Information Report**

**Merritt College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Digital Marketing workers compared to the demand for this cluster of occupations in the Bay Region and in the East Bay Sub-Region (Alameda and Contra Costa Counties). There is a projected annual gap of about 18,495 students in the Bay Region and 3,785 students in the East Bay Sub-Region.

**Introduction**

This report provides student outcomes data on employment and earnings for TOP 0509.00-Marketing and Distribution 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 Merritt College and in the region.

This report profiles Digital Marketing Occupations in the 12 county Bay Region and in the East Bay Sub-Region for a proposed new program at Merritt College

|  |
| --- |
| * **Computer Occupations, All Other (15-1299 /43-9011):** All computer occupations not listed separately. Excludes “Computer and Information Systems Managers” (11-3021), “Computer Hardware Engineers” (17-2061), “Electrical and Electronics Engineers” (17-2070), “Computer Science Teachers, Postsecondary” (25-1021), “Multimedia Artists and Animators” (27-1014), “Graphic Designers” (27-1024), “Computer Operators” (43-9011), and “Computer, Automated Teller, and Office Machine Repairs” (49-2011). |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 35% |
|  |
| * **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: 22% |
|  |
| * **Business Operations Specialists, All Other / Project Management Specialists and Business Operations Specialists, All Other (13-1199 / 13-1198):** All business operations specialists not listed separately. |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 23% |
|  |
| * **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: 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: 14% | |
|  |

**Occupational Demand**

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-Yr Change** | **5-Yr % Change** | **5-Yr Open-ings** | **Average Annual Open-ings** | **25% Hourly Wage** | **Median Hourly Wage** |
| Computer Occupations, All Other | 38,974 | 42,324 | 3,350 | 9% | 19,456 | 3,891 | $41.02 | $56.51 |
| Marketing Managers | 19,314 | 20,923 | 1,609 | 8% | 10,578 | 2,116 | $63.32 | $83.79 |
| Business Operations Specialists, All Other / Project Management Specialists and Business Operations Specialists, All Other | 62,537 | 66,741 | 4,204 | 7% | 35,263 | 7,053 | $29.99 | $41.45 |
| Advertising and Promotions Managers | 889 | 944 | 54 | 6% | 493 | 99 | $49.29 | $69.51 |
| Market Research Analysts and Marketing Specialists | 39,182 | 45,023 | 5,841 | 15% | 27,256 | 5,451 | $28.28 | $41.64 |
| **TOTAL** | **160,897** | **175,955** | **15,058** | **9%** | **93,045** | **18,609** | **$36.35** | **$50.38** |

*Source: EMSI 2020.3*

**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 Digital** **Marketing Occupations in East** **Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-Yr Change** | **5-Yr % Change** | **5-Yr Open-ings** | **Average Annual Open-ings** | **25% Hourly Wage** | **Median Hourly Wage** |
| Computer Occupations, All Other | 7,618 | 7,631 | 13 | 0% | 3,072 | 614 | $35.28 | $47.58 |
| Marketing Managers | 4,345 | 4,463 | 118 | 3% | 2,083 | 417 | $56.07 | $73.18 |
| Business Operations Specialists, All Other / Project Management Specialists and Business Operations Specialists, All Other | 16,572 | 17,119 | 546 | 3% | 8,643 | 1,729 | $28.03 | $37.95 |
| Advertising and Promotions Managers | 210 | 215 | 5 | 3% | 106 | 21 | $43.84 | $63.57 |
| Market Research Analysts and Marketing Specialists | 8,240 | 8,965 | 724 | 9% | 5,102 | 1,020 | $26.39 | $36.91 |
| **TOTAL** | **36,985** | **38,392** | **1,407** | **4%** | **19,006** | **3,801** | **$32.54** | **$43.99** |

*Source: EMSI 2020.3*

**East Bay Sub-Region includes** Alameda and Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (November 2019 - October 2020)**

| **Occupation** | **Bay Region** | **East Bay Sub-Region** |
| --- | --- | --- |
| Marketing Managers | 34,463 | 3,794 |
| Market Research Analysts and Marketing Specialists | 10,593 | 1,989 |
| Search Marketing Strategists | 970 | 122 |
| Online Merchants | 914 | 220 |
| Advertising and Promotions Managers | 416 | 65 |
| Green Marketers | 68 | 13 |
| **TOTAL** | **47,424** | **6,203** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Digital** **Marketing Occupations for latest 12 months (November 2019 - October 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **Common Title** | **Bay** | **Common Title** | **Bay** |
| Product Manager | 2,120 | Marketing Analyst | 174 |
| Senior Product Manager | 877 | Digital Marketing Specialist | 166 |
| Product Marketing Manager | 864 | Product Analyst | 165 |
| Marketing Manager | 857 | Shipt Shopper | 158 |
| Marketing Coordinator | 434 | Growth Marketing Manager | 158 |
| Marketing Specialist | 381 | Amazon Shopper | 146 |
| Digital Marketing Manager | 315 | Director Of Marketing | 144 |
| Technical Product Manager | 278 | Director Of Product Marketing | 143 |
| Marketing Assistant | 224 | Amazon Prime Now Shopper | 142 |
| Social Media Manager | 221 | Associate Product Manager | 140 |
| Marketing Associate | 212 | Head Of Marketing | 138 |
| Marketing Operations Manager | 209 | Business Development Associate | 138 |
| Content Marketing Manager | 191 | Principal Product Manager | 137 |
| Sales Operations Analyst | 188 | Director Of Product Management | 128 |

**Table 4b. Top Job Titles for Digital** **Marketing Occupations for latest 12 months (November 2019 - October 2020) East** **Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **Common Title** | **East Bay** | **Common Title** | **East Bay** |
| Product Manager | 353 | Digital Marketing Specialist | 28 |
| Marketing Manager | 118 | Amazon Prime Now Shopper | 28 |
| Marketing Coordinator | 98 | Technical Product Manager | 27 |
| Marketing Specialist | 92 | Social Media Manager | 27 |
| Marketing Assistant | 88 | Email Marketing Specialist | 26 |
| Product Marketing Manager | 77 | Amazon Shopper | 25 |
| Senior Product Manager | 74 | Marketing Consultant | 24 |
| Digital Product Manager | 63 | Brand Manager | 23 |
| Shipt Shopper | 49 | Social Media Specialist | 21 |
| Shipt Shopper - Or Work | 48 | Sales Analyst | 21 |
| Marketing Associate | 43 | Prime Now Shopper | 21 |
| Marketing Analyst | 41 | Marketing Associate | Event | 21 |
| Digital Marketing Manager | 41 | E-Commerce Department | 21 |
| Business Development Associate | 31 | Proposal Coordinator | 20 |

*Source: Burning Glass*

# Industry Concentration

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| Custom Computer Programming Services | 14,859 | 17,020 | 15% | 9% |
| Internet Publishing and Broadcasting and Web Search Portals | 11,267 | 14,066 | 25% | 7% |
| Corporate, Subsidiary, and Regional Managing Offices | 8,782 | 8,522 | -3% | 5% |
| Software Publishers | 8,211 | 10,157 | 24% | 5% |
| Computer Systems Design Services | 8,416 | 9,236 | 10% | 5% |
| Federal Government, Civilian, Excluding Postal Service | 6,220 | 6,194 | 0% | 4% |
| Electronic Computer Manufacturing | 4,529 | 4,855 | 7% | 3% |
| Data Processing, Hosting, and Related Services | 4,145 | 5,088 | 23% | 3% |
| Administrative Management and General Management Consulting Services | 3,920 | 4,718 | 20% | 2% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) | 3,091 | 3,361 | 9% | 2% |
| Local Government, Excluding Education and Hospitals | 2,927 | 3,035 | 4% | 2% |
| Other Scientific and Technical Consulting Services | 2,526 | 2,366 | -6% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 2,333 | 2,287 | -2% | 1% |
| Other Computer Related Services | 2,172 | 2,603 | 20% | 1% |
| Research and Development in Biotechnology (except Nanobiotechnology) | 1,983 | 2,452 | 24% | 1% |
| Engineering Services | 1,923 | 2,016 | 5% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Digital Marketing Occupations in Bay Region and East Bay Sub-Region (November 2019 - October 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay** | **Employer** | **Bay** | **Employer** | **East** Bay |
| Facebook | 1,130 | Walmart / Sam's | 185 | Workday, Inc | 92 |
| Google Inc. | 524 | Ringcentral Incorporated | 159 | Appcast Shipt | 86 |
| Apple Inc. | 438 | The Mom Project | 158 | Albertsons | 70 |
| Salesforce | 428 | Visa | 155 | Safeway Incorporated | 69 |
| Vmware Incorporated | 406 | Adobe Systems | 141 | Blue Cross Blue Shield of California | 67 |
| Intuit | 400 | Palo Alto Networks | 138 | Abbott Laboratories | 59 |
| Cisco Systems Incorporated | 347 | Workday, Inc | 132 | Wells Fargo | 58 |
| Paypal | 329 | Dell | 132 | Veeva Systems | 50 |
| Amazon | 317 | Climb Hire | 129 | Kaiser Permanente | 48 |
| Genentech | 266 | Linkedin Limited | 121 | Genentech | 46 |
| eBay | 255 | Anthem Blue Cross | 115 | Tesla | 40 |
| Thermo Fisher Scientific Inc | 251 | Dropbox Incorporated | 114 | Albertsons Companies | 40 |
| Splunk | 244 | Twitter | 111 | Climb Hire | 34 |
| Wells Fargo | 233 | Blue Cross Blue Shield of California | 109 | 10X Genomics | 34 |
| Nvidia Corporation | 192 | Uber | 104 | Logitech | 32 |
| Gap Inc. | 188 | Servicenow | 102 | Tailored Brands | 30 |
| Appcast Shipt | 188 | Gilead Sciences | 100 | Compass | 29 |

*Source: Burning Glass*

# Educational Supply

There are nine (9) community colleges in the Bay Region issuing 67 awards on average annually (last 3 years ending 2018-19) on TOP 0509.00-Marketing and Distribution. In the East Bay Sub-Region there are four (4) community colleges that issued 16 awards on average annually (last 3 years) on this TOP code.

There are three (3) other CTE Educational Institutions in the Bay Region issuing 47 awards on average annually (last 3 years ending 2016-17) on TOP 0509.00-Marketing and Distribution. In the East Bay Sub-Region there are no other CTE Educational Institutions issuing awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 0509.00-Marketing** **and Distribution in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Certificate Low Unit** | **Total** |
| Chabot | East Bay | 3 | 3 | 6 |
| De Anza | Silicon Valley | 9 | 11 | 20 |
| Diablo Valley | East Bay |  | 5 | 5 |
| Laney | East Bay | 2 | 1 | 3 |
| Las Positas | East Bay | 2 |  | 2 |
| San Francisco | Mid-Peninsula | 7 | 10 | 17 |
| San Jose City | Silicon Valley | 2 | 4 | 6 |
| San Mateo | Mid-Peninsula | 3 | 4 | 7 |
| West Valley | Silicon Valley |  | 1 | 1 |
| **Total Bay Region** | | **28** | **39** | **67** |
| **Total East** **Bay Sub-Region** | | **7** | **9** | **16** |

# Source: Data Mart

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

**Table 7b. Other CTE Institution Awards on TOP 0509.00-Marketing** **and Distribution in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associate Degree** | **Award < 1 academic yr** | **Award 2 < 4 academic yrs** | **Grand Total** |
| Academy of Art University | Mid-Peninsula | 4 |  |  | 4 |
| Golden Gate University-San Francisco | Mid-Peninsula |  | 1 |  | 1 |
| Miami Ad School-San Francisco | Mid-Peninsula |  | 11 | 31 | 42 |
| **Total Bay Region** | | **4** | **12** | **31** | **47** |
| **Total East Bay Sub-Region** | | **0** | **0** | **0** | **0** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay Region with 18,609 annual openings for the Digital Marketing occupational cluster and 114 annual (3-year average) awards for an annual undersupply of 18,495 students. In the East Bay Sub-Region, there is also a gap with 3,801 annual openings and 16 annual (3-year average) awards for an annual undersupply of 3,785 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay** All CTE Programs | **Merritt College** All CTE Programs | **State** 0509.00 | **Bay** 0509.00 | **East Bay** 0509.00 | **Merritt College** 0509.00 |
| % Employed Four Quarters After Exit | 67% | 66% | 54% | 58% | 60% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $11,466 | $9,775 | $7,732 | $9,209 | $8,843 | n/a |
| Median % Change in Earnings | 31% | 18% | 34% | 34% | 43% | n/a |
| % of Students Earning a Living Wage | 53% | 46% | 47% | 40% | 40% | n/a |

*Source: Launchboard Pipeline (version available on August 2020)*

# Skills, Certifications and Education

**Table 9. Top Skills for Digital Marketing Occupations in Bay Region (November 2019 - October 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Product Management | 18,274 | Customer Service | 4,409 | Data Analysis | 2,524 |
| Marketing | 15,949 | E-Commerce | 4,024 | Articulating Value Propositions | 2,275 |
| Project Management | 9,496 | SQL | 3,772 | Customer Contact | 2,240 |
| Product Marketing | 9,222 | Facebook | 3,741 | Adobe Photoshop | 2,205 |
| Product Development | 7,651 | Market Research | 3,647 | Email Marketing | 2,145 |
| Budgeting | 7,356 | Sales | 3,376 | Quality Assurance and Control | 2,142 |
| Social Media | 7,045 | Product Sales | 3,343 | Description and Demonstration of Products | 2,106 |
| Market Strategy | 5,924 | Competitive Analysis | 3,251 | Market Planning | 2,069 |
| Digital Marketing | 5,619 | Thought Leadership | 3,070 | Software Development | 2,008 |
| Business-to-Business | 5,404 | Experiments | 2,960 | Scrum | 1,962 |
| Key Performance Indicators (KPIs) | 5,254 | Scheduling | 2,881 | Marketo | 1,911 |
| Marketing Management | 4,989 | Data Science | 2,808 | Marketing Programs | 1,886 |
| Software as a Service (SaaS) | 4,871 | Content Management | 2,714 | Market Trend | 1,873 |
| Business Development | 4,793 | Google Analytics | 2,561 | Content Marketing | 1,859 |
| Salesforce | 4,423 | Stakeholder Management | 2,559 | Marketing Strategy Development | 1,836 |

*Source: Burning Glass*

**Table 10. Certifications for Digital** **Marketing Occupations in Bay Region (November 2019 - October 2020)**

Note: 95% 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 | 848 | Certified Information Systems Security Professional (CISSP) | 31 |
| Project Management Certification | 369 | Series 7 | 30 |
| Project Management Professional (PMP) | 201 | Google AdWords Training | 29 |
| Security Clearance | 134 | Certified Scrum Product Owner (CSPO) | 27 |
| Certified ScrumMaster (CSM) | 60 | Real Estate Certification | 23 |
| Six Sigma Certification | 50 | Marketing Cloud Consultant | 22 |
| Chartered Advisor For Senior Living | 46 | Marketing Automation Certification | 20 |
| Certified Public Accountant (CPA) | 44 | Investment Advisor | 19 |
| IT Infrastructure Library (ITIL) Certification | 40 | Cisco Certified Internetwork Expert (CCIE) | 19 |
| Leadership In Energy And Environmental Design (LEED) Certified | 36 | Microsoft Certified Solutions Associate (MCSA) | 16 |
| Certified Salesforce Administrator | 34 | Certified Professional in Supply Management (CPSM) | 15 |
| Agile Certification | 33 | Insurance Agent Certification | 14 |

*Source: Burning Glass*

**Table 11. Education Requirements for Digital** **Marketing Occupations in Bay Region (Nov. 2019 – Oct. 2020)**

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| High school or vocational training | 853 | 3% |
| Associate Degree | 385 | 1% |
| Bachelor’s Degree or Higher | 27,765 | 96% |

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