

Program Endorsement Brief: 0509/Marketing and Distribution Digital Marketing Certificate

Los Angeles/Orange County Center of Excellence, April 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input checked="" type="checkbox"/>		No <input 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,¹ 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).

Real-time labor market data is also included in this report to show the last 12 months of job postings for two emerging occupations related to digital marketing: *online merchants* (13-1199.06) and *search marketing strategists* (15-1199.10).

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

¹ 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.

report, the program endorsement only takes into account the middle-skill marketing occupations when considering the local supply and demand.

Based on the available data, there appears to be a supply gap for the two middle-skill marketing occupations in the region. Furthermore, approximately one-third of middle-skill marketing workers in the field have completed some college or an associate degree, and entry-level wages are exceed the living 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 are projected to be **8,897 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 882 awards conferred annually** by educational institutions in the region.
 - There were **17,190 online job postings related to middle-skill marketing occupations** listed in the past 12 months, and **3,508 job postings** for two **emerging digital marketing occupations: *online merchants* (13-1199.06) and *search marketing strategists* (15-1199.10).**
- **Living Wage Criteria** –Within Los Angeles County, **all of the annual job openings** for these marketing occupations have **entry-level wages above the California Family Needs Calculator living wage** (\$15.04/hour).²
- **Educational Criteria** –Within the LA/OC region, **77% 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 30.5% and 34.9% of workers in the field have completed some college or an associate degree.**

Supply:

- There are **24 community colleges** in the LA/OC region that issue awards related to marketing, conferring an average of **649 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **233 awards conferred annually** in related training programs by non-community college institutions throughout the region.

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 5% through 2024. Despite this, there will be nearly 8,900 job openings per year through 2024 due to retirements and workers leaving the field.

² Living wage data was pulled from California Family Needs Calculator on 2/23/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	62,423	59,092	(3,331)	(5%)	6,403
Orange	24,051	23,294	(757)	(3%)	2,494
Total	86,474	82,386	(4,088)	(5%)	8,897

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 7% through 2024. There will be nearly 6,300 job openings per year through 2024 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	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	38,305	40,952	2,647	7%	4,421
Orange	15,725	16,884	1,159	7%	1,833
Total	54,030	57,836	3,806	7%	6,254

Wages

The labor market endorsement in this report considers the entry-level hourly wages for all of these marketing occupations (both middle-skill and above middle-skill) in Los Angeles County as they relate to the county's living 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 living wage for one adult (\$15.04 in Los Angeles County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$18.79 and \$24.61. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$23.72 and \$46.54.

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

Orange County—All of the annual openings for these marketing occupations have entry-level wages above the living wage for one adult (\$17.36 in Orange County). For the middle-skill occupations, typical entry-level hourly wages are in a range between \$20.52 and \$25.16. For the above middle-skill occupations, typical entry-level hourly wages are in a range between \$22.98 and \$46.11.

Job Postings

Middle-Skill Marketing: There were 17,190 online job postings related to middle-skill marketing occupations listed in the past 12 months. The highest number of job postings were for sales representatives, account executive, account manager, outside sales representatives, and inside sales representatives. The top skills were sales, customer service, business development, customer contact, and account management. The top five employers, by number of job postings, in the region were Spectrum, Crossmark, State Farm Insurance Companies, Hibu, and AT&T. Of the 60% of middle-skill marketing job postings listing a minimum education requirement in Los Angeles/Orange County, 72% (7,538) requested a bachelor's degree, 23% (2,347) requested a high school diploma, and 5% (503) requested an associate degree.

Digital Marketing: In the past 12 months, there were 3,508 online job postings related to two emerging marketing occupations: *online merchants* (13-1199.06) and *search marketing strategists* (15-1199.10). The highest number of job postings were for e-commerce specialists, e-commerce managers, e-commerce associates, e-commerce clerks, and SEO (Search Engine Optimization) specialists. The top skills were e-commerce, customer service, social media, digital marketing, and google analytics. The top three employers, by number of job postings, in the region were Kroger Company, Directive, and Style Melody Fashion. Of the 47% of emerging marketing job postings listing a minimum education requirement in Los Angeles/Orange County, 75% (1,224) requested a bachelor's degree, 21% (346) requested a high school diploma, and 4% (68) requested an associate degree.

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 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 the marketing occupations in this report:

- **Bachelor's degree:** *advertising and promotions managers; buyers and purchasing agents; marketing managers; and 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, 77% of the annual job openings for the middle-skill marketing occupations in this report typically require a high school diploma or equivalent. However, the national-level educational attainment data indicates that between 30.5% and 34.9% of middle-skill marketing workers in the field have completed some college or an associate degree.

Educational Supply

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

Between 2016 and 2019, there were no regional awards conferred under the e-Commerce (business emphasis) TOP code.

Exhibit 3: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average		
0509.00	Marketing and Distribution	Citrus	5	7	5	6		
		Compton	1	-	1	1		
		East LA	14	16	19	16		
		El Camino	15	18	14	16		
		Glendale	2	-	-	1		
		LA City	3	4	1	3		
		Cerritos	-	11	25	12		
		Compton	4	1	1	2		
		East LA	1	4	9	5		
		El Camino	18	13	14	15		
		Glendale	3	-	1	1		
		LA City	14	10	12	12		
		LA Harbor	2	-	-	1		
		LA Mission	1	2	-	1		
		LA Pierce	4	8	4	5		
		LA Trade	5	10	3	6		
		LA Valley	10	16	28	18		
		Long Beach	11	15	6	11		
		Mt. San Antonio	5	3	5	4		
		Pasadena	-	-	3	1		
		Rio Hondo	5	8	2	5		
		Santa Monica	5	20	20	15		
		West LA	1	3	1	2		
		LA Subtotal			89	124	134	116
				Cypress	5	4	4	4
				Fullerton	1	-	2	1

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Golden West	1	3	2	2
		Orange Coast	7	107	83	66
		Saddleback	3	10	16	10
		Santa Ana	1	-	3	1
		Santiago Canyon	7	24	17	16
		OC Subtotal	25	148	127	100
Supply Subtotal/Average			114	272	261	216
0509.10	Advertising	Santa Monica	8	9	8	8
		LA Subtotal	8	9	8	8
		Orange Coast	-	2	1	1
		Santiago Canyon	-	25	-	8
		OC Subtotal	0	27	1	9
Supply Subtotal/Average			8	36	9	18
Supply Total/Average			122	308	270	233

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 2014 to 2017. Between 2014 and 2017, four-year colleges in the region conferred an average of 649 awards annually in related training programs.

Exhibit 4: Regional non-community college awards, 2014-2017

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
09.0903	Advertising	Pepperdine University	41	36	42	40
52.0208	E-Commerce/ Electronic Commerce	University of La Verne	5	3	-	3
		University of Phoenix-CA	1	1	-	1
52.1401	Marketing/ Marketing Management, General	California State University-Northridge	206	260	327	264
		Fashion Institute of Design & Merchandising-Los Angeles	5	27	32	21

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
		Fremont College	-	1	5	2
		Loyola Marymount University	151	192	165	169
		Mount Saint Mary's University	6	6	21	11
		University of Phoenix-CA	109	88	48	82
		University of Southern California	44	50	-	31
		Vanguard University of Southern California	7	23	11	14
		Woodbury University	8	14	11	11
Supply Total/Average			583	701	662	649

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	48,447	45,797	(2,650)	(5%)	4,974	\$18.79	\$27.94	\$43.56
Buyers and Purchasing Agents (13-1028)	13,976	13,294	(682)	(5%)	1,429	\$24.61	\$32.73	\$42.34
Middle-Skill Subtotal	62,423	59,092	(3,331)	(5%)	6,403			
Market Research Analysts and Marketing Specialists (13-1161)	26,859	29,167	2,308	9%	3,312	\$23.72	\$31.68	\$43.41
Marketing Managers (11-2021)	10,329	10,607	278	3%	989	\$46.54	\$67.14	\$92.32
Advertising and Promotions Managers (11-2011)	1,118	1,179	61	5%	120	\$44.69	\$60.48	\$75.76
Above Middle-Skill Subtotal	38,305	40,952	2,647	7%	4,421			
Total	100,728	100,044	(684)	(1%)	10,824			

Exhibit 6. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,365	17,758	(607)	(3%)	1,906	\$20.52	\$30.47	\$47.42
Buyers and Purchasing Agents (13-1028)	5,687	5,536	(151)	(3%)	588	\$25.16	\$33.31	\$42.99
Middle-Skill Subtotal	24,051	23,294	(757)	(3%)	2,494			
Market Research Analysts and Marketing Specialists (13-1161)	11,002	11,984	982	9%	1,366	\$22.98	\$30.67	\$42.00
Marketing Managers (11-2021)	4,372	4,543	171	4%	432	\$46.11	\$66.00	\$90.39
Advertising and Promotions Managers (11-2011)	351	357	6	2%	35	\$41.80	\$56.72	\$71.37
Above Middle-Skill Subtotal	15,725	16,884	1,159	7%	1,833			
Total	39,776	40,178	402	1%	4,327			

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 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)	66,812	63,556	(3,256)	(5%)	6,880	HS diploma or equivalent
Buyers and Purchasing Agents (13-1028)	19,663	18,830	(833)	(4%)	2,017	Bachelor's degree
Middle-Skill Subtotal	86,474	82,386	(4,088)	(5%)	8,897	
Market Research Analysts and Marketing Specialists (13-1161)	37,861	41,150	3,289	9%	4,678	Bachelor's degree
Marketing Managers (11-2021)	14,700	15,150	450	3%	1,421	Bachelor's degree
Advertising and Promotions Managers (11-2011)	1,469	1,536	67	5%	155	Bachelor's degree
Above Middle-Skill Subtotal	54,030	57,836	3,806	7%	6,254	
Total	140,504	140,222	(282)	(0%)	15,151	

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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