

Program Overview

3 Business, Management, Marketing, and Related Support Services

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District



Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description	Code	Description
52.1401	Marketing/Marketing Management, General	52.1801	Sales, Distribution, and Marketing Operations, General
52.1404	Digital Marketing		

Regions:

Code	Description	Code	Description
6001	Alameda County, CA	6081	San Mateo County, CA
6013	Contra Costa County, CA	6085	Santa Clara County, CA
6075	San Francisco County, CA		

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

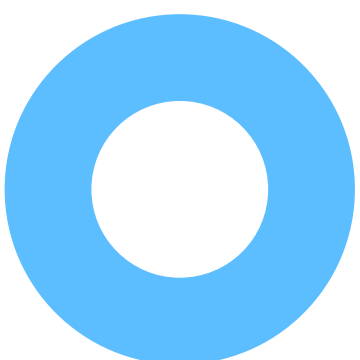
<p>5</p> <p>Institutions</p> <p>-17% Growth (2016-2020)</p>	<p>27</p> <p>Completions</p> <p>59% Growth (2016-2020)</p>	<p>Completions Distribution</p> <p>Average: 5.4</p> <p>Median: 3</p>
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Program Overview



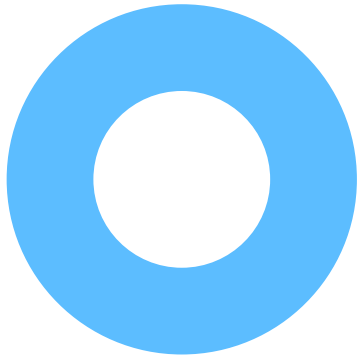
	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	27	100%	5	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	27	100%	5	100%

Market Share by Institution Type



Institution Type	Completions (2020)	Market Share
● Public, 2-year	27	100.0%

Market Share by Program

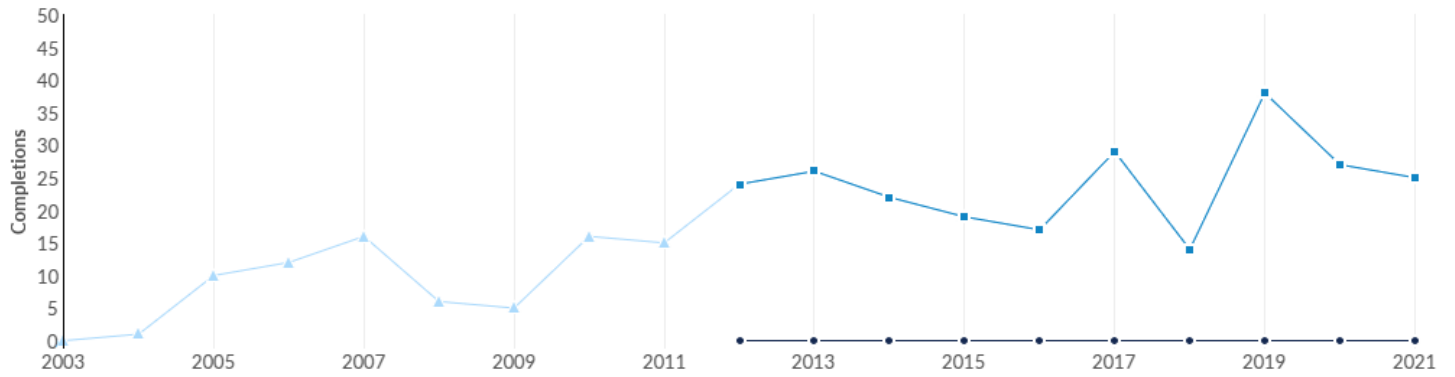


Program	Completions (2020)	Market Share
● Sales, Distribution, and Marketing Operations, General (52.1801)	27	100.0%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
De Anza College	16	45.5%	59.3%	\$1,561	
City College of San Francisco	6	-50.0%	22.2%	\$1,165	
College of San Mateo	3	-25.0%	11.1%	\$1,434	
Laney College	1	0.0%	3.7%	\$1,167	
San Jose City College	1	-50.0%	3.7%	\$1,362	

Regional Trends



	2012 Completions	2020 Completions	% Change
Distance Offered Programs	0	0	0.0%
Non-Distance Offered Programs	24	27	+12.5%
All Programs	24	27	+12.5%

Regional Completions by Award Level

Award Level	Completions (2020)	Percent
Associate's Degree	27	100.0%



Similar Programs

88

Programs (2020)

9,290

Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
52.0201	Business Administration and Management, General	2,329
45.0101	Social Sciences, General	1,399
09.0101	Speech Communication and Rhetoric	669
45.0601	Economics, General	607
45.1001	Political Science and Government, General	283
11.0701	Computer Science	265
52.0101	Business/Commerce, General	236
11.0201	Computer Programming/Programmer, General	177
52.9999	Business, Management, Marketing, and Related Support Services, Other	143

Target Occupations

*Filtered by the proportion of the national workforce in these occupations with an Associate's degree

<p>27,329</p> <p>Jobs (2022)*</p> <p>34% <i>above</i> National average*</p>	<p>+6.9%</p> <p>% Change (2022-2029)*</p> <p>Nation: +8.7%*</p>	<p>\$49.19/hr</p> <p>\$102.3K/yr</p> <p>Median Earnings</p> <p>Nation: \$31.05/hr;</p> <p>\$64.6K/yr</p>	<p>2,945</p> <p>Annual Openings*</p>
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
Computer Occupations, All Other	4,630	403	\$70.41/hr	+8.88%	3.20
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	3,210	416	\$42.83/hr	+11.28%	1.62
Sales Managers	2,594	235	\$81.31/hr	+4.12%	2.36
First-Line Supervisors of Retail Sales Workers	2,103	229	\$23.64/hr	-4.28%	0.69
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,935	194	\$38.35/hr	-1.86%	0.74
Market Research Analysts and Marketing Specialists	1,419	185	\$48.08/hr	+16.98%	1.64
Insurance Sales Agents	1,203	121	\$43.16/hr	+2.99%	0.72
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	1,167	136	\$67.30/hr	+8.14%	2.00
Buyers and Purchasing Agents	1,142	117	\$41.42/hr	0.00%	1.05
Marketing Managers	1,077	110	\$96.07/hr	+7.99%	2.76
Real Estate Sales Agents	1,017	100	\$30.03/hr	+4.52%	0.94
Web and Digital Interface Designers	1,000	117	\$64.62/hr	+18.60%	4.17
Postsecondary Teachers	879	92	\$51.47/hr	+9.22%	1.27
Securities, Commodities, and Financial Services Sales Agents	828	85	\$38.48/hr	+8.33%	1.48
Driver/Sales Workers	616	91	\$21.35/hr	+14.94%	0.83
Interviewers, Except Eligibility and Loan	510	72	\$27.46/hr	+3.73%	1.01
First-Line Supervisors of Non-Retail Sales Workers	504	54	\$41.94/hr	+3.97%	0.77

Public Relations Specialists	384	41	\$44.58/hr	+10.42%	1.27
Sales Engineers	379	44	\$70.76/hr	+6.07%	4.14
Meeting, Convention, and Event Planners	296	38	\$35.33/hr	+13.18%	1.28
Advertising Sales Agents	150	27	\$30.89/hr	+27.33%	0.85
Advertising and Promotions Managers	78	9	\$76.97/hr	+8.97%	2.22
Telemarketers	73	10	\$19.89/hr	-5.48%	0.31
Fundraisers	54	7	\$36.57/hr	+16.67%	0.92
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	44	5	\$17.17/hr	-9.09%	1.05
Agents and Business Managers of Artists, Performers, and Athletes	30	4	\$45.74/hr	+3.33%	1.17
Survey Researchers	<10	Insf. Data	\$36.53/hr	+Insf. Data	Insf. Data











Job Postings Summary

<p>14,667</p> <p>Unique Postings</p> <p>51,038 Total Postings</p>	<p>3 : 1</p> <p>Posting Intensity</p> <p>Regional Average: 4 : 1</p>	<p>2,800</p> <p>Employers Competing</p> <p>86,762 Total Employers</p>	<p>32 days</p> <p>Median Posting Duration</p> <p>Regional Average: 30 days</p>
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There were 51,038 total job postings for your selection from June 2021 to July 2023, of which 14,667 were unique. These numbers give us a Posting Intensity of 3-to-1, meaning that for every 3 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

Top Companies Posting

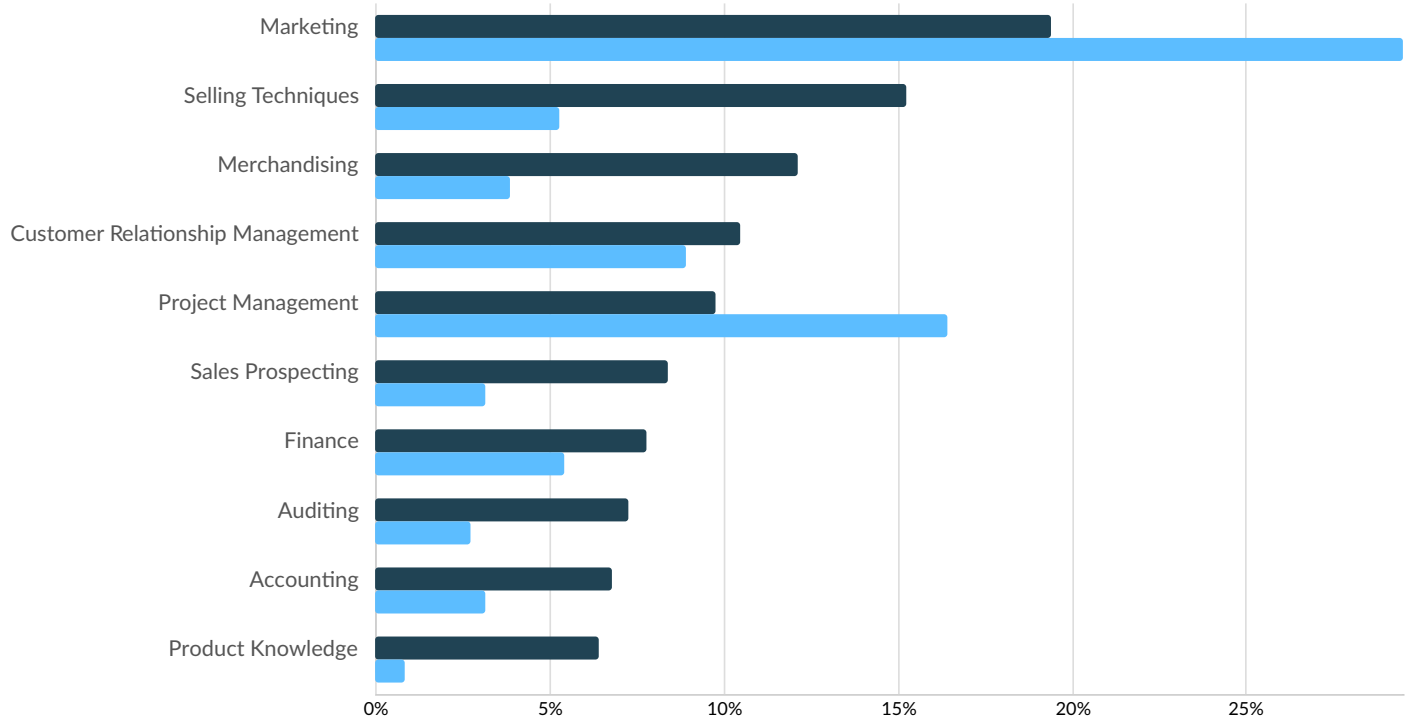
Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Bank of America	2,858 / 464	6 : 1 	26 days
Accenture	701 / 389	2 : 1 	30 days
Walmart	894 / 315	3 : 1 	25 days
San Mateo County Community College District	474 / 311	2 : 1 	31 days
Marriott International	1,010 / 224	5 : 1 	34 days
Contra Costa Community College	515 / 219	2 : 1 	45 days
Stanford University	932 / 209	4 : 1 	41 days
West Valley-Mission Community College District	310 / 204	2 : 1 	36 days
Advantage Solutions	296 / 131	2 : 1 	33 days
Hudson Group	627 / 119	5 : 1 	35 days

Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Relationship Bankers	2,028 / 374	5 : 1 	26 days
Assistant Store Managers	3,369 / 269	13 : 1 	29 days
Store Managers	1,094 / 258	4 : 1 	35 days
Account Managers	594 / 208	3 : 1 	34 days
Outside Sales Representatives	514 / 135	4 : 1 	36 days
Sales Managers	401 / 134	3 : 1 	25 days
Sales Representatives	346 / 134	3 : 1 	28 days
Buyers	390 / 130	3 : 1 	34 days
Adjunct Instructors	363 / 114	3 : 1 	43 days
Account Executives	328 / 99	3 : 1 	27 days

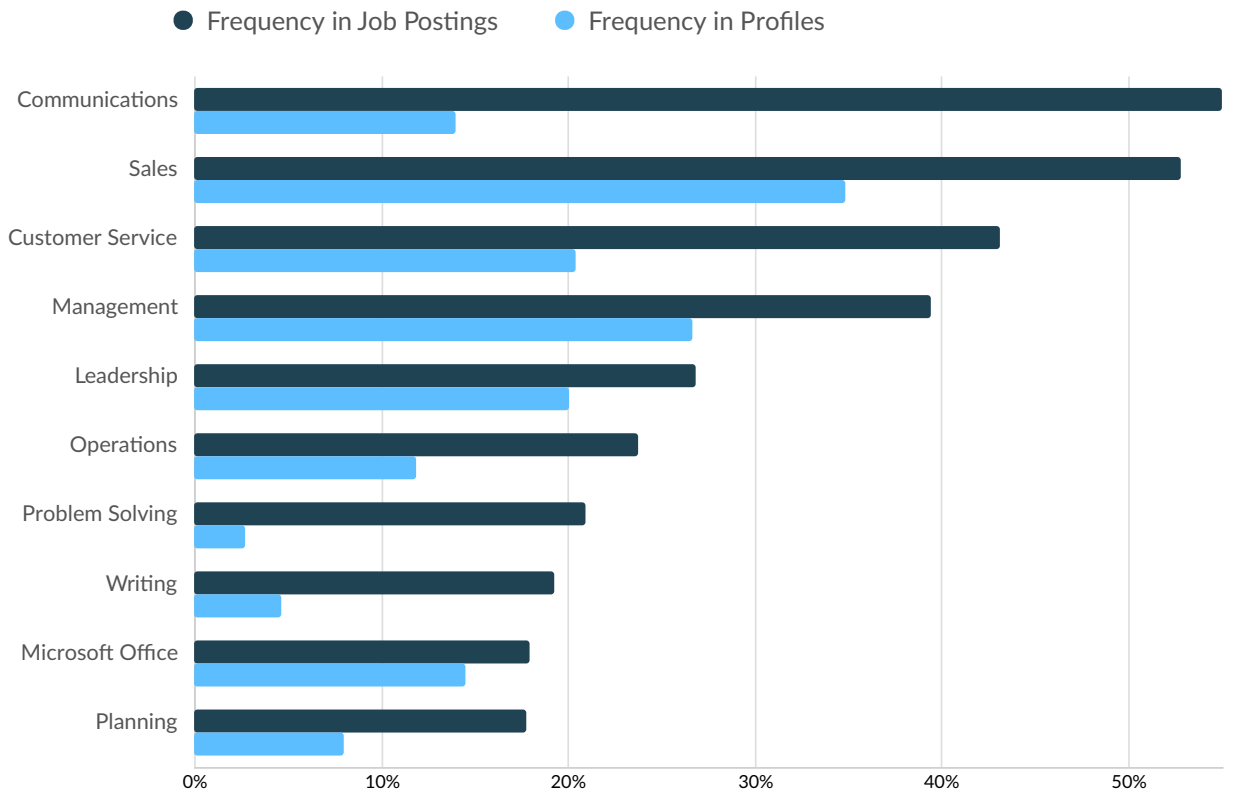
Top Specialized Skills

● Frequency in Job Postings ● Frequency in Profiles



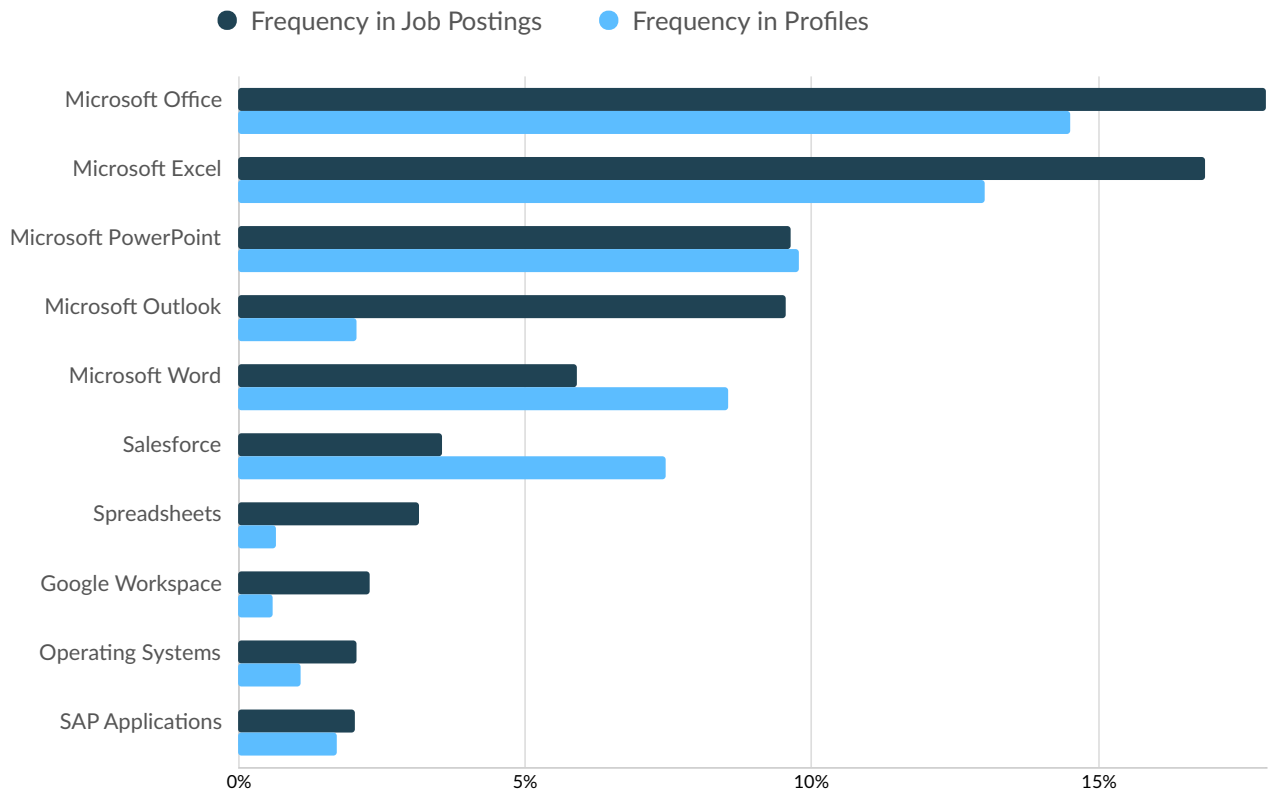
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Marketing	2,847	19%	144,760	30%
Selling Techniques	2,239	15%	25,840	5%
Merchandising	1,778	12%	19,021	4%
Customer Relationship Management	1,540	10%	43,788	9%
Project Management	1,434	10%	80,672	16%
Sales Prospecting	1,230	8%	15,545	3%
Finance	1,144	8%	26,618	5%
Auditing	1,066	7%	13,443	3%
Accounting	999	7%	15,485	3%
Product Knowledge	943	6%	4,177	1%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	8,071	55%	68,594	14%
Sales	7,747	53%	171,221	35%
Customer Service	6,324	43%	100,075	20%
Management	5,780	39%	130,837	27%
Leadership	3,939	27%	98,456	20%
Operations	3,488	24%	58,086	12%
Problem Solving	3,073	21%	13,395	3%
Writing	2,833	19%	22,772	5%
Microsoft Office	2,631	18%	71,288	15%
Planning	2,610	18%	39,443	8%

Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	2,631	18%	71,288	15%
Microsoft Excel	2,474	17%	63,869	13%
Microsoft PowerPoint	1,416	10%	48,021	10%
Microsoft Outlook	1,400	10%	10,176	2%
Microsoft Word	868	6%	41,946	9%
Salesforce	522	4%	36,584	7%
Spreadsheets	462	3%	3,271	1%
Google Workspace	336	2%	2,971	1%
Operating Systems	303	2%	5,417	1%
SAP Applications	299	2%	8,429	2%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	2,351
Registered Nurse (RN)	426
Insurance License	166
Project Management Professional Certification	155
Master Of Business Administration (MBA)	154
Cardiopulmonary Resuscitation (CPR) Certification	152
Bachelor Of Science In Business	143
Licensed Practical Nurse (LPN)	138
First Aid Certification	120
Licensed Vocational Nurse (LVN)	117

Appendix A

Program Selection Details

CIP Code	Program Name
52.1401	Marketing/Marketing Management, General
52.1404	Digital Marketing
52.1801	Sales, Distribution, and Marketing Operations, General

Appendix B - Data Sources and Calculations

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: California Employment Development Department