

Marketing Program Career and Technical Education Program Review

1. How strong is the occupational demand for the program?

Jobs in advertising, marketing, and promotions continue to be highly desirable and organizations seek candidates who have successfully completed marketing courses. The marketing function is very important to a company's revenue as it drives consumers' consumption of products and services.

2. How has the demand changed in the past five years and what is the outlook for the next five years?

Occupations in marketing contracted during the last five years as these were heavy recessionary years. Job opportunities in the marketing field dipped five percent which is consistent with business occupations in general. Now as unemployment declines opportunities in business are recovering. Positions in marketing are expected to grow over the next several years between seven and thirteen percent.

3. What is the district's need for the program?

The Bureau of Labor Statistics states that job growth in this area is projected in very large firms as well as in smaller consulting firms that specialize in specific areas. Job growth will be driven by a number of changes in the business environment that have forced firms to take a closer look at their operations. These changes include regulatory changes, developments in information technology, and the growth of electronic commerce. In addition, as firms try to solve regulatory changes due to the current economic credit and housing crisis, individuals will be hired to render assistance on the recovery process. Job growth will also be spurred by competition for a growing number of goods and services, both foreign and domestic, and the need to make one's product or service stand out in the crowd. As the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals will be asked to develop new and different ways to advertise and promote products and services to better reach potential customers.

4. What is the state's need for the program?

Labor Market Data below, provided by Employment Development Department, reflects a significant number of new marketing-related jobs. For the Los Angeles County, 17,388 new marketing jobs are anticipated each year. For the state of California, 69,290 new marketing jobs are anticipated each year. Note: Six Top Codes that most closely match marketing occupations were selected. This provides a good sample and clear direction of employment but does not include all marketing opportunities and the opportunities could be under-reported.

Projections of Employment by Occupation, 2010 - 2020

Occupations Matched to Top Code(s):

050900 *Marketing and Distribution*
050910 *Advertising*
050940 *Sales and Salesmanship*
050960 *Display*
050970 *E-Commerce (business emphasis)*
051800 *Customer Service*

Geography: Los Angeles County

Counties: Los Angeles County

Annual Job Openings by Occupation

SOC Code	Occupation Title (Link to Occupation Profile)	2010 Employment	Annual Job Openings¹
112011	Advertising and Promotions Managers	1,520	66
413011	Advertising Sales Agents	4,790	191
434051	Customer Service Representatives	53,870	2,442
419091	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	10,830	242
431011	First-Line Sup/Mgrs of Office and Administrative Support Workers	51,440	2,120
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	10,820	390
411011	First-Line Supervisors/Managers of Retail Sales Workers	40,650	1,447
434081	Hotel, Motel, and Resort Desk Clerks	3,670	188
119081	Lodging Managers	1,210	43
131121	Meeting and Convention Planners	1,940	111
412022	Parts Salespersons	4,320	211
131023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	9,110	289
434181	Reservation and Transportation Ticket Agents and Travel Clerks	5,330	119
412031	Retail Salespersons	114,940	5,832
419031	Sales Engineers	1,840	100
414012	Sales Rep, Wholesale and Manuf, Except Technical and Scientific Products	42,090	1,802
414011	Sales Rep, Wholesale and Manuf, Technical and Scientific Products	8,360	362
413099	Sales Representatives, Services, All Other	22,120	999
419041	Telemarketers	6,990	210
536061	Transportation Attendants, Except Flight Attendants	600	22
131022	Wholesale and Retail Buyers, Except Farm Products	5,000	202
	Total	401,440	17,388

Projections of Employment by Occupation, 2010 - 2020

Occupations Matched to Top Code(s):

050900 *Marketing and Distribution*
 050910 *Advertising*
 050940 *Sales and Salesmanship*
 050960 *Display*
 050970 *E-Commerce (business emphasis)*
 051800 *Customer Service*

Geography: California

Counties: All California Counties

Annual Job Openings by Occupation

SOC Code	Occupation Title (Link to Occupation Profile)	2010 Employment	Annual Job Openings ¹
112011	Advertising and Promotions Managers	4,500	200
413011	Advertising Sales Agents	15,600	650
434051	Customer Service Representatives	197,300	9,260
419091	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	22,100	490
431011	First-Line Sup/Mgrs of Office and Administrative Support Workers	179,000	7,430
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	40,900	1,600
411011	First-Line Supervisors/Managers of Retail Sales Workers	164,900	6,220
434081	Hotel, Motel, and Resort Desk Clerks	22,300	1,450
119081	Lodging Managers	6,600	320
131121	Meeting and Convention Planners	8,100	370
412022	Parts Salespersons	17,900	1,020
131023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	32,000	1,120
434181	Reservation and Transportation Ticket Agents and Travel Clerks	12,100	270
412031	Retail Salespersons	436,900	23,200
419799	Sales and Related Workers, All Other*	27,400	1,220
419031	Sales Engineers	13,600	780
414012	Sales Rep, Wholesale and Manuf, Except Technical and Scientific Products	129,400	5,920

414011	Sales Rep, Wholesale and Manuf, Technical and Scientific Products	48,800	2,390
413099	Sales Representatives, Services, All Other	82,500	3,950
419041	Telemarketers	20,500	680
536061	Transportation Attendants, Except Flight Attendants	1,900	70
131022	Wholesale and Retail Buyers, Except Farm Products	15,900	680
	Total	1,500,200	69,290

5. How does the program address needs that are not met by similar programs in the region?

El Camino College is located in Los Angeles County, within the midst of a metropolitan area. There are a number of business certificates and A.S. degrees available to our students. The Marketing Program offers a general Marketing Certificate of Achievement and A.S. Degree. The curriculum provides students with the core marketing concepts. The Marketing Department is currently reviewing the program and refining the curriculum to ensure the program remains current and matches the needs of employers in our local area. Our students have access to a comprehensive marketing curriculum that differs from neighboring community colleges.

- Los Angeles Southwest College, approximately 5 miles, no marketing degree or certificate of achievement offered.
- Los Angeles Harbor College, approximately 8 miles, no marketing degree or certificate of achievement offered.
- Santa Monica College, approximately twelve miles to the North of El Camino College, offers a Certificate of Achievement in Marketing but does not offer an A.S. Degree in Marketing.
- Long Beach City College, approximately fourteen miles to the South of El Camino College, offers an A.A. Marketing program but the required coursework specializes rather than provide a comprehensive marketing education.

6. Are the students satisfied with their preparation for employment?

Based on the 2013 Career and Technical Education Employment Survey, 58% of students were “very satisfied” with the education and training they received and 33% were “satisfied”. The overall satisfaction rate was 91%. Note: Program specific data is not available and these numbers reflect students’ responses for all CTE Programs.

7. Are the employers in the field satisfied with the level of preparation of our graduates?

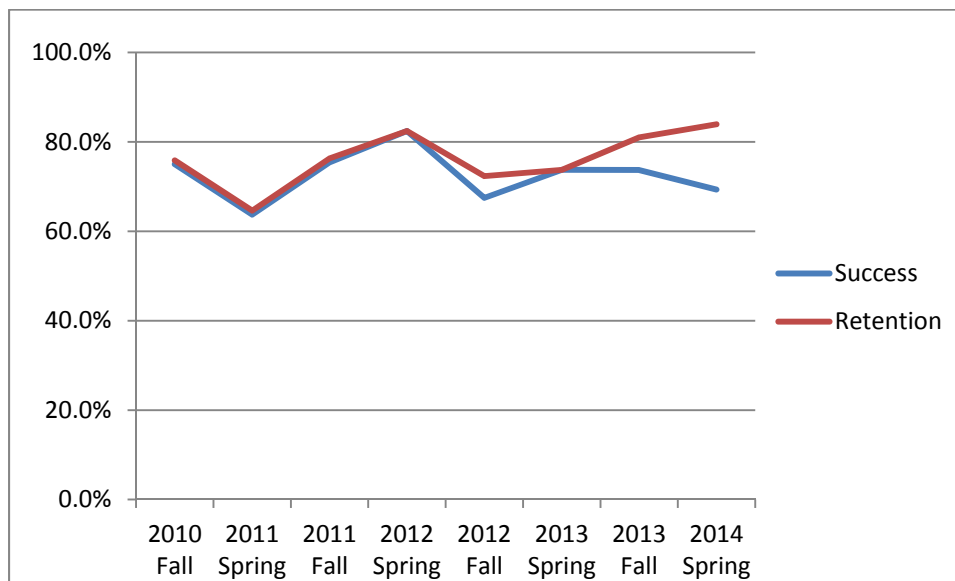
Currently, no data regarding employer satisfaction is available.

8. What are the completion, success, and employment rates for the students?

Overall, student completion rates have increased in the department. Degrees awarded in Business Administration have increased steadily each year over the past five years from 101 degrees awarded in 2008/2009 to 158 degrees awarded in 2012/2013. Additionally, 9 Marketing Degrees and 15 Marketing Certificates were awarded in 2012/2013, an increase over previous years.

Marketing (Business 14) is the core course within the marketing certificate and degree programs. Students' performance in the Marketing course from academic years 2010/2011 to 2013/2014 was analyzed to provide insight of student retention and success rates.

Retention ranged from 64% (Spring 2011) to 84% (Spring 2014) while success ranged from 64% (Spring 2011) to 82% (Spring 2012).



Recently a long time faculty member who taught this course retired and a few full-time and part-time instructors are now teaching Marketing. In recent semesters, the instruction is more rigorous and this recent change is reflected in the small dip in the Success Rate. The Retention Rate has climbed over the recent four semesters.

9. What is the role of the advisory committee and what impact does it have on the program?

The Business Division is currently working on identifying members of the community who could provide beneficial insight and would be willing to engage with us. We hope to form an advisory committee in the near future.

10. If there is a licensure exam for students to work in their field of study, please list the exam and the pass rate. If there are multiple licensure exams in the program, includes them all.

Not applicable to this program.