



MARKETING & PUBLISHING REGIONAL PROGRAM ADVISORY

**LOS ANGELES COMMUNITY
COLLEGE PROGRAM LOOK BOOK
April 4, 2025
10:00am - 12:00pm**



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MEETING AGENDA

Date and Time	April 4, 2025, from 10:00am – 12:00pm
Occupation Focus	Marketing and Publishing
Opening Remarks	<p>Welcome and Introductions Pablo Martinez, LAEDC</p> <p>Los Angeles Regional Consortium Overview Dr. Narineh Makijan, LARC</p> <p>LAEDC Overview Jermaine Hampton, LAEDC</p> <p>Industry Demand Data Matthew Skyberg, LAEDC</p> <p>Industry Supply Data Luke Meyer, COE</p>
Discussion Topics Moderated by Jose Pelayo and Alicia Nyein	<p>State of the Industry</p> <ul style="list-style-type: none"> • What are the current trends and challenges in the marketing and publishing industry that educational institutions should be aware of? <p>Workforce Development</p> <ul style="list-style-type: none"> • What skills and qualifications are most in demand in the marketing and publishing sector right now? • How can educational institutions better prepare students for careers in marketing and publishing? • What challenges do you face in up-skilling your current workforce in marketing and publishing? • What opportunities for professional development or ongoing education do your current employees in marketing and publishing need? • How will technology (e.g., automation, AI, new platforms) affect your workforce needs and employee skill requirements in marketing and publishing? <p>Building Equitable Talent Pipelines</p> <ul style="list-style-type: none"> • How can community colleges help you address your workforce gaps and needs in marketing and publishing? • What partnerships or collaborations have been most effective in building equitable talent pipelines in marketing and publishing? • What advice would you give to other organizations looking to develop equitable talent pipelines in marketing and publishing?
Curriculum Review and Feedback Poll	Community College Representation Feedback Poll
Closing Remarks	Next Steps and Adjournment Jermaine Hampton, LAEDC

LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Los Angeles County Economic Development Corporation, a non-profit organization, champions equitable economic growth across the Los Angeles region.

LAEDC is committed to developing a competitive regional workforce because we know that a robust workforce and our economic growth as a region should not be separated from each other. We bring industry leaders and educational partners together within the economic development process. We want our education infrastructure to train the next generation of the workforce and ensure they receive relevant training and can join the industry of their choice. We know there needs to be an alignment between industry and our educational systems.

Vision

A reimagined Los Angeles regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all.

Mission

Reinventing our economy to collaboratively advance growth and prosperity for all.



Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at www.LAEDC.org.

Contact Information



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LOS ANGELES REGIONAL CONSORTIUM

Los Angeles Regional Consortium, as a consortium of LA's 19 community colleges, is working collectively to deliver on a promise that California community colleges are accessible and affordable to all who seek opportunities to realize a better future. LARC serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. We collaborate with K-12 partners, high-road employers, and priority industries to align impactful curriculum and workforce training programs, creating a seamless pathway for college and career readiness.

To learn more please visit www.losangelesrc.org

Mission

Our mission is to bridge the gap between LA's workforce and the employers fueling our cutting-edge economy. This will not only close the supply and demand gap, but also increase economic and social mobility for LA County residents.

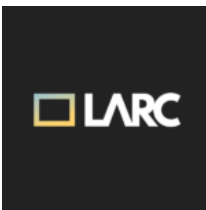
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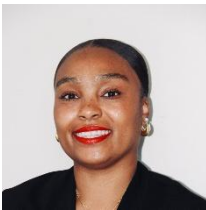
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CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH

The Los Angeles Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College represents expertise in labor market analysis with a focus on research design, educational and training program mapping, and identifying skill sets for emerging occupations as well as geospatial analysis. The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE research efforts and with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured. COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce and economic development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at www.coecc.net.

Mission

The mission of the center is to research, analyze and present information on regional economic and workforce needs, customized for Community College decision making and curriculum planning.

Contact Information



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INDUSTRY REPRESENTATION

Dana Coffman | Vice President of Social Impact Marketing | Taskforce



Dana Coffman is an accomplished social impact strategist and cultural marketer with over a decade of experience leading campaigns at the intersection of media, advocacy, and creative storytelling. As Vice President of Social Impact Marketing at TaskForce, Dana has spearheaded transformative initiatives for clients including YouTube, MTV, the California Civil Rights Department, and the League of Conservation Voters. His work is rooted in the belief that art, culture, and media are powerful drivers of social change. Dana has overseen award-winning, multi-platform campaigns such as LA vs Hate, a groundbreaking anti-hate initiative that has engaged hundreds of community partners and garnered over 4 billion digital impressions, leading to the program’s expansion statewide.

Dana’s expertise lies in building cross-sector partnerships, crafting research-driven strategies, and executing high-impact programs that resonate across audiences. He has collaborated with creatives, advocacy organizations, and government entities to deliver campaigns that influence public narratives and inspire action. Previously Dana managed teams at unicorn tech start-ups Meero Photo and Bird Rides, helping them to scale in markets across the US. He holds an M.S. in Social Entrepreneurship from the USC Marshall School of Business and a B.A. in Sociology from Occidental College.

Aaron Vector | Director of Talent Acquisition | Penske Media Corporation



Aaron Vector is Penske Media Corporation’s Director of Talent Acquisition, overseeing recruitment efforts for renowned brands such as Variety, The Hollywood Reporter, Deadline, Luminate, and IndieWire.

With a 20-year talent acquisition career spanning multiple industries, Aaron brings extensive expertise in talent acquisition and agency leadership. Prior to joining PMC, he held key recruiting roles at Global Crossing, State Farm Insurance, and Amazon, where he led sourcing efforts across the U.S. and Canada.

A Pittsburgh, PA native, Aaron earned his degree from Florida Agricultural and Mechanical University. Committed to mentorship, he volunteers at local schools, teaching students' self-promotion and interview skills. Based in Los Angeles, he works closely with teams across PMC's global offices.

Josh Schimmels, MBA | Publisher & CEO | Los Angeles Business Journal



Josh Schimmels has 26 years of B2B media experience and is the Publisher and CEO of the Los Angeles Business Journal (LABJ) and Inside The Valley magazine. Having previously served as an executive with the LABJ, he returned to the company in April of 2020. Schimmels was Associate Publisher and Vice President at the Business Journal from 2010 to 2015. He began his career in 1999 with a five-year turn at the Business Journal's sister publication, the San Fernando Valley Business Journal.

Prior to returning to Los Angeles in 2020, he was with Phoenix-based AZ Big Media, where he served as publisher, contributing six years at the company. AZ Big Media publishes nine magazines including Arizona Business magazine, AZRE and Ranking Arizona. It also hosts one of the state's most-visited websites with an array of digital offerings. Schimmels spent nearly four years as business group publisher at D Magazine Partners in Dallas. There he oversaw a portfolio of publications that included D CEO magazine, D CEO Real Estate Annual, Dallas 500, D CEO Healthcare, along with its custom publishing division. During his tenure, D CEO magazine was named the country's Best Regional Business Magazine three times by the Alliance of Area Business Publishers (AABP).

Josh holds an MBA from Arizona State University's W.P. Carey School of Business. He has an undergraduate degree in broadcasting from Arizona State's Walter Cronkite School of Journalism and Mass Communications.

He's passionate about his work in the community. As a Stage IV blood cancer survivor, he works as a patient advocate to help cancer patients and families through volunteering, fundraising, leadership volunteer positions and public speaking. He is on the Board of Trustees for the Leukemia & Lymphoma Society (LLS), and the Board of Directors for Junior Achievement of Southern California, the Los Angeles World Affairs Council, Arizona State University Leadership Council, and the Valley Economic Alliance.

Victoria Feeny | Talent Acquisition Manager | BAMKO



Victoria “Tori” Feeny is an accomplished professional with a diverse background in Talent Acquisition and Recruiting. With a degree in Communications from SUNY Albany, Tori has developed a strong foundation in Human Resources and building people and culture. Over the years, she has held various roles that showcase her ability to adapt and thrive in fast-paced environments. Currently, Tori serves as Talent Acquisition Manager at BAMKO, where she is responsible for all hiring from interns to executives. Her innovative approach and commitment to excellence have led to the company being awarded Best Place to Work several years in a row. Tori is known for her collaborative spirit, often working closely with teams to drive results and foster a positive workplace culture. Outside of her professional endeavors, Tori is passionate about fitness and real estate, which enrich her personal and professional life. She believes in continuous learning and is always seeking new opportunities to grow and expand her skill set. Tori is dedicated to making a meaningful impact in her field and inspiring others along the way.

Jaylene Castro, MCM | Sr. E-commerce Site Merchandiser | BAMKO



Jaylene Castro is a strategic and versatile professional with expertise in merchandising, logistics, and client relations. She holds a Master’s in Communication Management from the University of Southern California, equipping her with a deep understanding of consumer needs and market dynamics. Throughout her career, Jaylene has worked across diverse industries, demonstrating her ability to adapt, problem-solve, and align with various business goals. Currently, she is a Senior Ecommerce Site Merchandiser at BAMKO, where she curates merchandise catalogs for webstores serving Fortune 500 companies. Beyond her professional work, Jaylene is deeply committed to community outreach. She actively volunteers with immigrant families and attorneys, working to create equitable pathways to naturalization—an experience that fuels her passion for advocacy and meaningful change.

Marketing and Publishing Demand Data

The Marketing and Publishing industry is a dynamic field that plays a crucial role in communication, branding, and content dissemination. Marketing services help businesses and organizations connect with their target audiences through advertising, public relations, and data-driven strategies. Meanwhile, publishing ensures the distribution of intellectual and creative content across various formats, including print and digital media. Advances in digital technology, shifts in consumer behavior, and evolving regulatory landscapes influence both industries, requiring continuous adaptation and innovation. The rise of digital platforms, social media, and content streaming has significantly reshaped how marketing and publishing operate, leading to increased demand for data-driven decision-making and multimedia content strategies. Given its economic importance and impact on global communication, this industry was selected as one of this year's program advisories.

Industry Definition

The Marketing industry is primarily defined by the Advertising, Public Relations, and Related Services industry group (NAICS 5418). This category encompasses businesses engaged in advertising, public relations, media buying, direct mail advertising, and other marketing-related services. Additionally, the Marketing sector includes:

- Marketing Research and Public Opinion Polling (NAICS 541910): Establishments specializing in systematically gathering, recording, tabulating, and presenting marketing and public opinion data to support business and policy decisions.
- Marketing Consulting Services (NAICS 541613): Firms that provide expertise in developing marketing objectives, sales forecasting, pricing strategies, and marketing planning to enhance business performance and competitiveness.

The Publishing industry is primarily defined by the Newspaper, Periodical, Book, and Directory Publishers industry group (NAICS 5131). This group includes businesses engaged in producing and distributing newspapers, magazines, books, directories, greeting cards, maps, and other intellectual content, often protected by copyright. Publishing firms may develop original content in-house or acquire it from external sources, distributing their works through print, digital, or multimedia formats.

Additional national industries within the Publishing sector include:

- Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers (NAICS 516210): Businesses that provide digital streaming services, operate social networking platforms, and manage broadcasting networks. Businesses primarily engaged in film and television were excluded from this segment for this analysis.

Together, these segments define the evolving landscape of Marketing and Publishing, encompassing traditional and digital platforms that drive consumer engagement, brand awareness, and information dissemination. With technological advancements shaping the industry's trajectory, businesses must continuously innovate to remain competitive and relevant in an increasingly digital world.

Current Landscape

The Marketing and Publishing industry employed over 53,500 people in 2014, growing to nearly 55,900 by 2015. Employment levels fluctuated but remained above 56,000 throughout the period, reaching a peak of more than 60,900 jobs in 2022. Payroll employment saw a decline in 2020, dropping to just over 56,600 jobs. Since this decline, employment in the Marketing and Publishing industry grew by 7.6 percent between 2020 and 2022, adding over 4,300 net new jobs before slightly decreasing to 57,975 in 2023.

Exhibit 1-0
Marketing and Publishing Industry Employment
Los Angeles County, 2014 - 2023

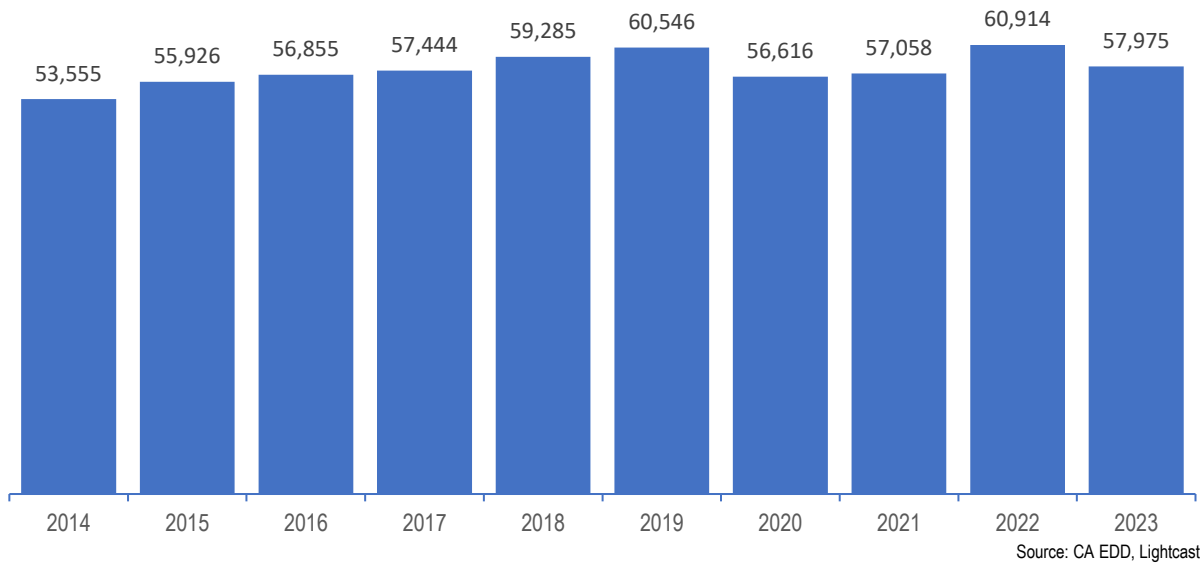
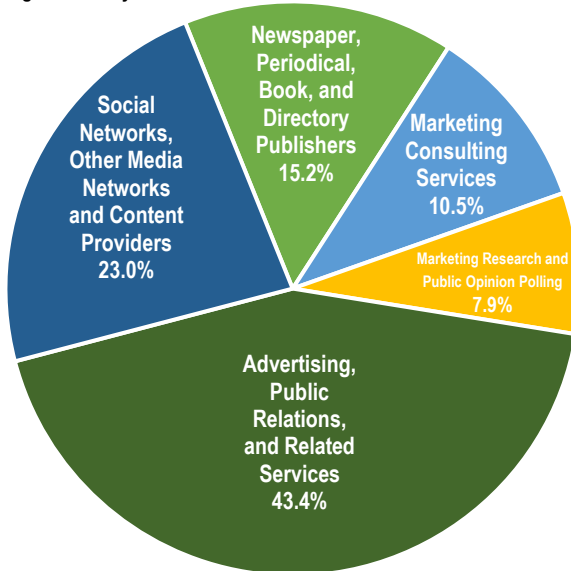


Exhibit 1-2
Marketing and Publishing Industry Employment
Los Angeles County 2014



Source: CA EDD, Lightcast

Employment Distribution 2014-2023

Advertising, Public Relations, and Related Services has remained the largest segment by employment share, growing from 23,232 jobs in 2014 to 25,714 in 2023. This segment experienced steady growth except for a decline in 2020, but it rebounded in subsequent years, reflecting sustained demand for advertising and public relations services.

Marketing Consulting Services exhibited the most substantial growth, expanding from 5,607 jobs in 2014 to 11,315 in 2023. This segment has nearly doubled in size over the period, reflecting the increasing demand for strategic marketing expertise and digital marketing services.

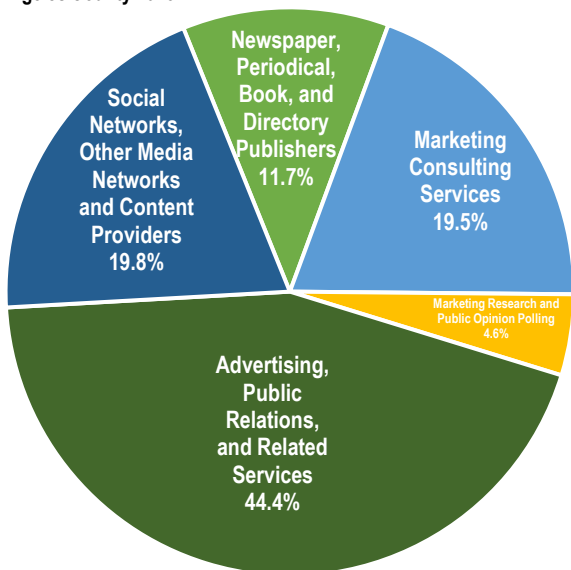
Marketing Research and Public Opinion Polling saw a steady decline, dropping from 4,256 jobs in 2014 to 2,671 in 2023. While there was a low point in 2020, a modest rebound followed, suggesting a shift toward digital analytics and automation over traditional survey-based research.

Newspaper, Periodical, Book, and Directory Publishers faced a continuous decline, dropping from 8,161 jobs in 2014 to 6,808 in 2023. The ongoing shift from print to digital platforms continues to reshape employment in this segment.

Social Networks, Other Media Networks and Content Providers saw a moderate decline from 12,300 jobs in 2014 to 11,466 in 2023, reflecting shifts in media consumption patterns and intensified competition within digital content distribution.

The Advertising and Marketing Consulting segments were the primary growth drivers, while Publishing and Market Research experienced employment declines, highlighting the industry's transition toward digital services, data-driven strategies, and evolving content consumption trends.

Exhibit 1-3
Marketing and Publishing Industry Employment
Los Angeles County 2023



Source: CA EDD, Lightcast

Average Annual Pay

All segments in the Marketing and Publishing industry have average annual earnings well above the MIT living wage of \$48,942 in Los Angeles County (single person in 2023).

The highest-paying segment in 2023 was Advertising, Public Relations, and Related Services, with an average annual wage of \$125,805, significantly surpassing the county average.

In 2023, the average annual wage in:

- Los Angeles County was about \$78,600 per year
- The total Marketing and Publishing industry was approximately \$109,357 per year, reflecting strong wage levels across the industry.
- All segments within Marketing and Publishing exceeded \$100,000 per year, with Marketing Research and Publishing-related fields averaging nearly \$110,000 annually.

Exhibit 1-4
Average Annual Pay in Marketing and Publishing Industry
Los Angeles County 2023



Source: QCEW, Lightcast

Real Wage Growth

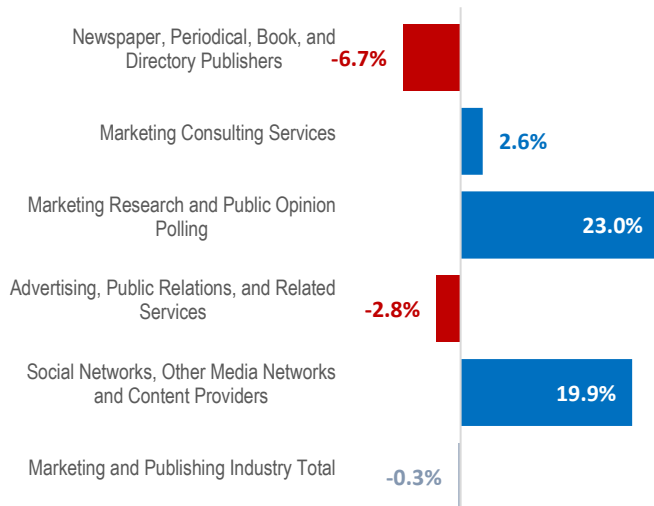
Over the last decade (2014 to 2023), real wages changed at varying rates across segments in the Marketing and Publishing industry.

The largest increase occurred in the Marketing Research and Public Opinion Polling segment, where real wages grew by 23.0 percent since 2014, reflecting the increasing value of data analytics and research expertise.

Marketing Consulting Services experienced moderate growth of 2.6 percent, indicating steady demand for strategic marketing expertise.

Advertising, Public Relations, and Related Services saw a slight decline of 2.8 percent, possibly due to shifts in media consumption and industry competition.

Exhibit 1-5
Real Wage Growth in Marketing and Publishing Industry
Los Angeles County 2014-2023



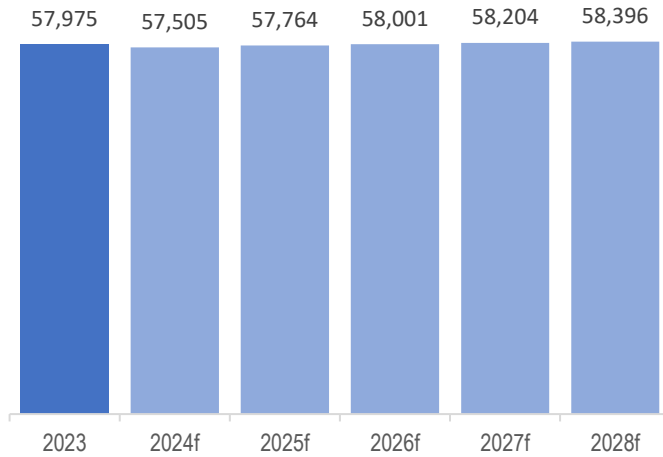
Source: QCEW, Lightcast

Newspaper, Periodical, Book, and Directory Publishers had the largest decline, dropping 6.7 percent, consistent with the continued contraction of traditional print media.

Overall, real wages in the Marketing and Publishing industry declined by 0.3 percent, showing an industry-wide trend of wage stagnation in certain areas while select segments, such as Marketing Research and Social Networks, Other Media Networks, and Content Providers, saw significant growth.

Employment Forecast

Exhibit 1-6
Marketing and Publishing Industry Employment
Los Angeles County, 2023 - 2028



Source: CA EDD, Lightcast

Forecasted Employment

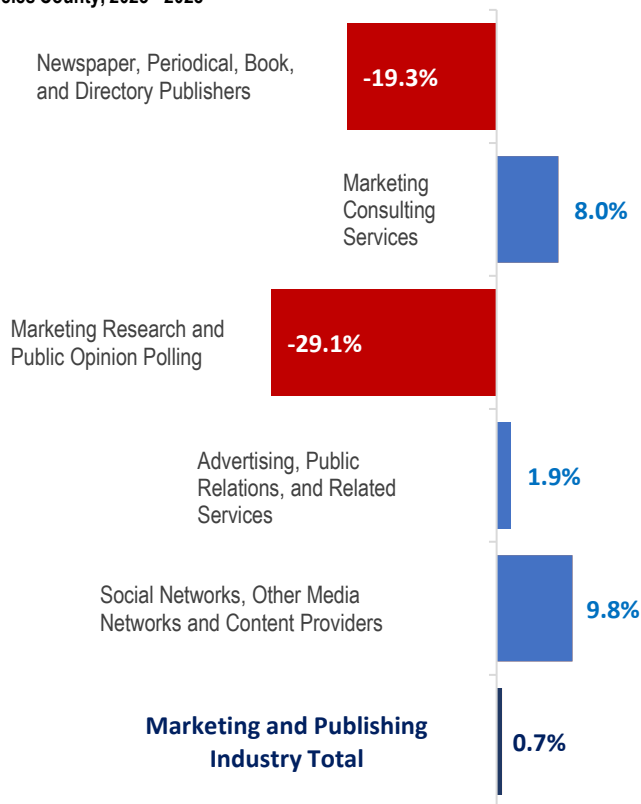
From 2023 to 2028, payroll employment in the Marketing and Publishing industry is expected to increase slightly by 0.7 percent, decreasing from 57,975 jobs in 2023 to 58,396 jobs in 2028.

The industry is projected to experience a minor dip in 2024, with employment decreasing to 57,505 jobs, before gradually increasing each year from 2025 onward.

By 2025, employment is forecasted to rebound to 57,764 jobs, with steady annual growth continuing through 2028.

This trend suggests a period of stabilization, as the industry adapts to shifting market demands, technological advancements, and evolving media landscapes.

Exhibit 1-7
Marketing and Publishing Industry Employment
Los Angeles County, 2023 - 2028



Source: Lightcast

Forecasted Growth by Segment

Social Networks, Other Media Networks, and Content Providers is projected to have the highest growth rate at 9.8 percent, reflecting the continued expansion of digital content distribution, streaming platforms, and social media engagement.

Marketing Consulting Services is forecasted to grow by 8.0 percent, driven by increasing demand for digital marketing strategies, data-driven insights, and evolving business needs.

Advertising, Public Relations, and Related Services is expected to experience modest growth of 1.9 percent, indicating sustained demand for branding, digital advertising, and promotional campaigns despite shifts in media consumption.

Newspaper, Periodical, Book, and Directory Publishers is projected to decline by -19.3 percent, reflecting the ongoing decline of traditional print media as digital platforms continue to dominate content distribution.

Marketing Research and Public Opinion Polling is forecasted to experience the largest decline, with employment expected to decrease by -29.1 percent, likely due to automation, AI-driven insights, and shifting methodologies in market research.

Job Postings

Distribution of Job Postings

Marketing Consulting Services accounted for the largest share of job postings, representing 40.9 percent of total postings during this period, underscoring the high demand for strategic marketing expertise and digital marketing professionals.

Advertising, Public Relations, and Related Services followed with 34.0 percent of total job postings, reflecting continued hiring needs in branding, media strategy, and public relations.

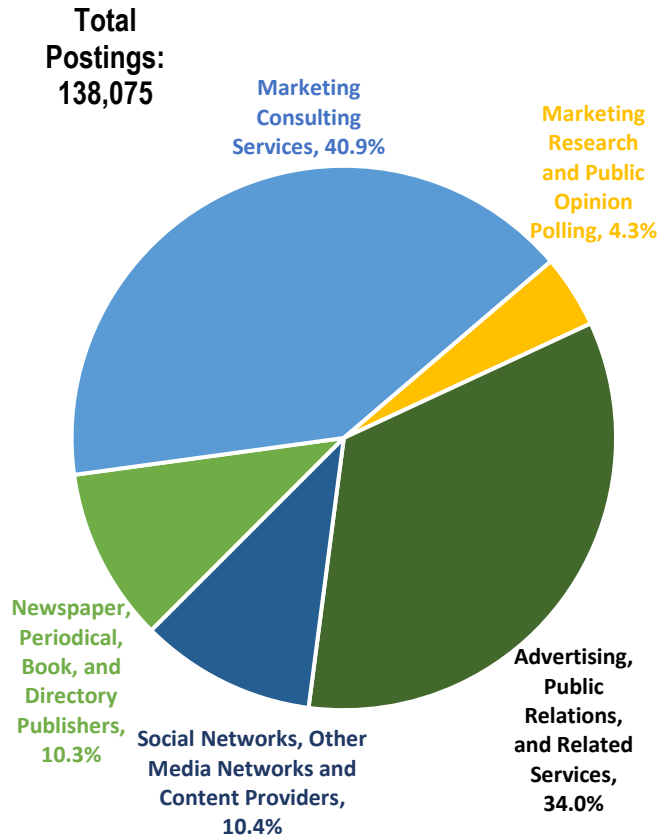
Social Networks, Other Media Networks, and Content Providers contributed 10.4 percent of job postings, highlighting the growing influence of digital media platforms and content-driven roles.

Newspaper, Periodical, Book, and Directory Publishers represented 10.3 percent of job postings, indicating a shrinking but still present need for publishing-related roles despite industry contractions.

Marketing Research and Public Opinion Polling had the smallest share of job postings at 4.3 percent, likely due to automation, AI-driven research methodologies, and reduced reliance on traditional survey-based roles.

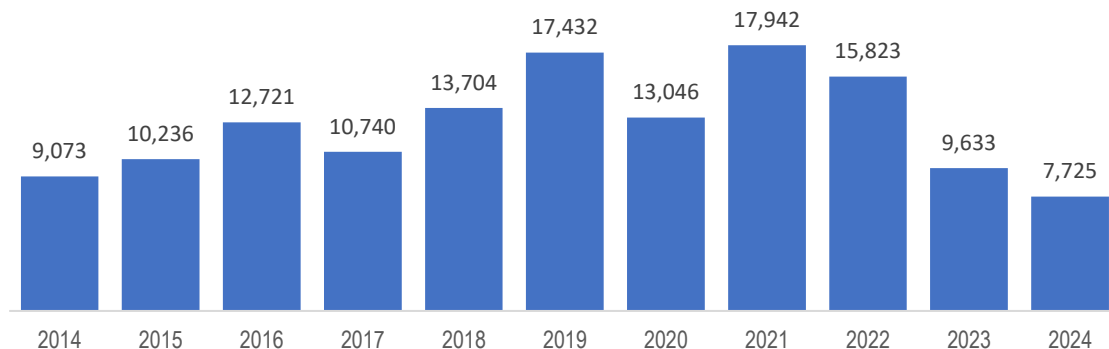
Overall, the Marketing and Publishing industry has seen sustained demand for marketing and advertising professionals, while traditional publishing and research roles have faced challenges in a rapidly evolving digital landscape.

Exhibit 1-9
Distribution of Job Postings in Marketing and Publishing
Los Angeles County 2014-2024



Source: CA EDD, Lightcast

Exhibit 1-8
Marketing and Publishing Industry Job Postings
Los Angeles County, 2014 - 2024



Source: Lightcast

Job Postings by Segment

Marketing Consulting Services had the highest number of job postings since 2016, peaking at 6,991 postings in 2016. However, postings steadily declined in recent years, decreasing to 2,725 in 2024.

Advertising, Public Relations, and Related Services saw significant fluctuations, with job postings peaking in 2021 at 8,135, before experiencing a sharp decline to 2,714 in 2024.

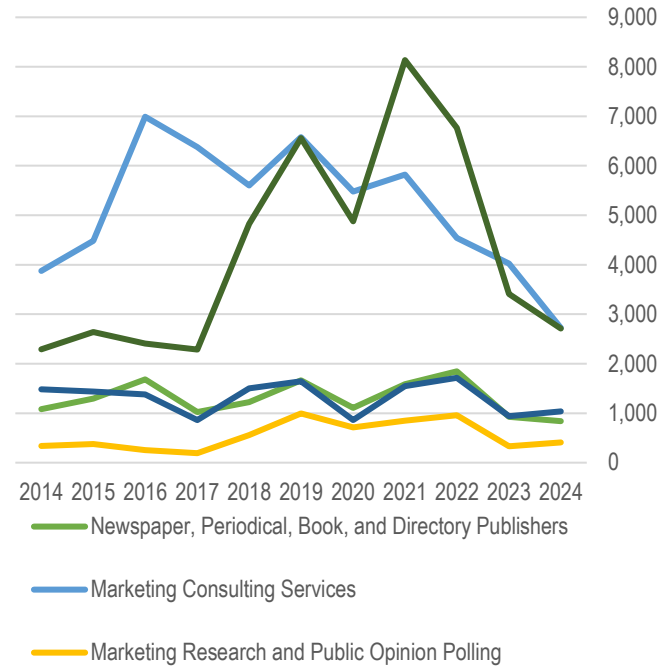
Newspaper, Periodical, Book, and Directory Publishers maintained relatively stable job postings throughout most of the period, reaching a peak of 1,846 in 2022 before declining to 839 in 2024.

Marketing Research and Public Opinion Polling consistently had the fewest job postings, peaking at 995 in 2019 but experiencing a steady decline, reaching 331 in 2023, before slightly increasing to 411 in 2024.

Social Networks, Other Media Networks, and Content Providers remained stable, with job postings fluctuating between 1,381 and 1,715 from 2014 to 2022. Postings declined to 941 in 2023 but increased to 1,036 in 2024.

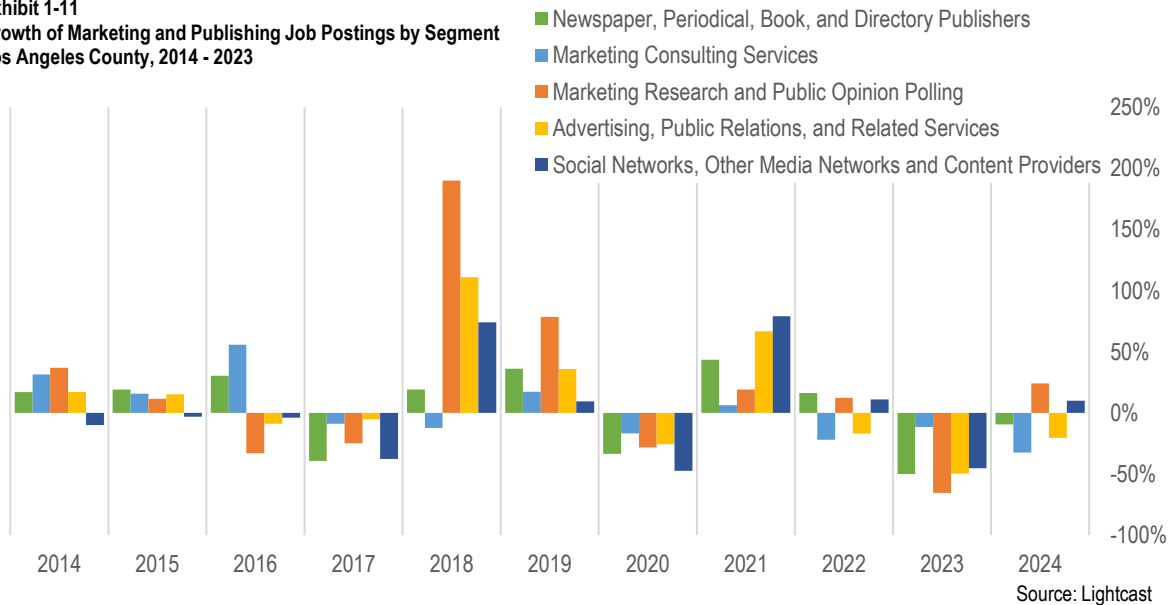
Overall, the Marketing and Publishing industry has seen a decline in job postings across most segments, reflecting industry shifts toward digital transformation, automation, and changing demand for media and marketing roles.

Exhibit 1-10
Marketing and Publishing Job Postings by Segment
Los Angeles County, 2014 - 2024



Source: Lightcast

Exhibit 1-11
Growth of Marketing and Publishing Job Postings by Segment
Los Angeles County, 2014 - 2023



Source: Lightcast



Exhibit 1-12
Concentration of Top 5 Companies by Job Postings for Marketing and Publishing Industry
Los Angeles County 2013 - 2024

Overall Marketing and Publishing Industry

Top 5 companies in the Marketing and Publishing industry and their share of job posts from 2013-2024.

Postings are fairly concentrated in these 5 companies, accounting for 24 percent of all postings in the industry over this period.

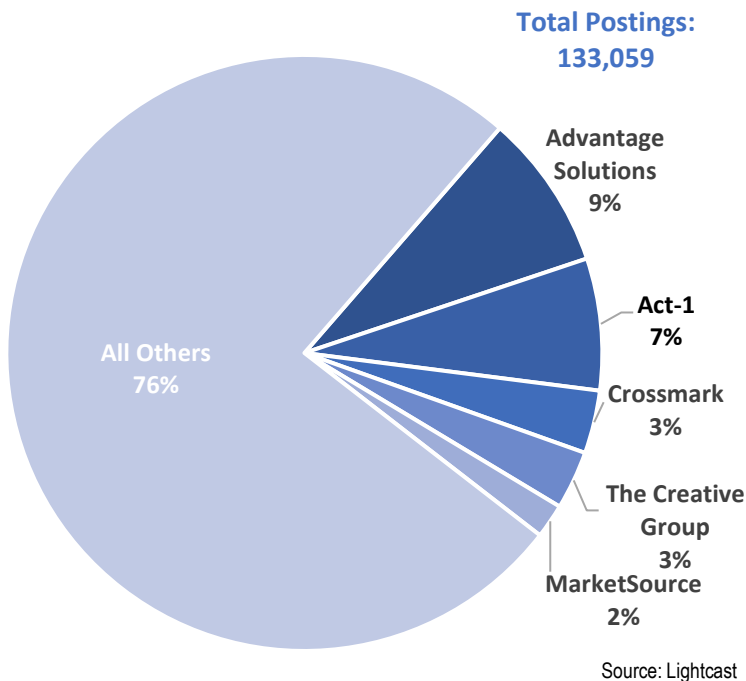


Exhibit 1-13
Concentration of Hiring Among the Top 5 Companies by Job Postings in the
Marketing and Publishing Industry
Los Angeles County 2013 - 2024

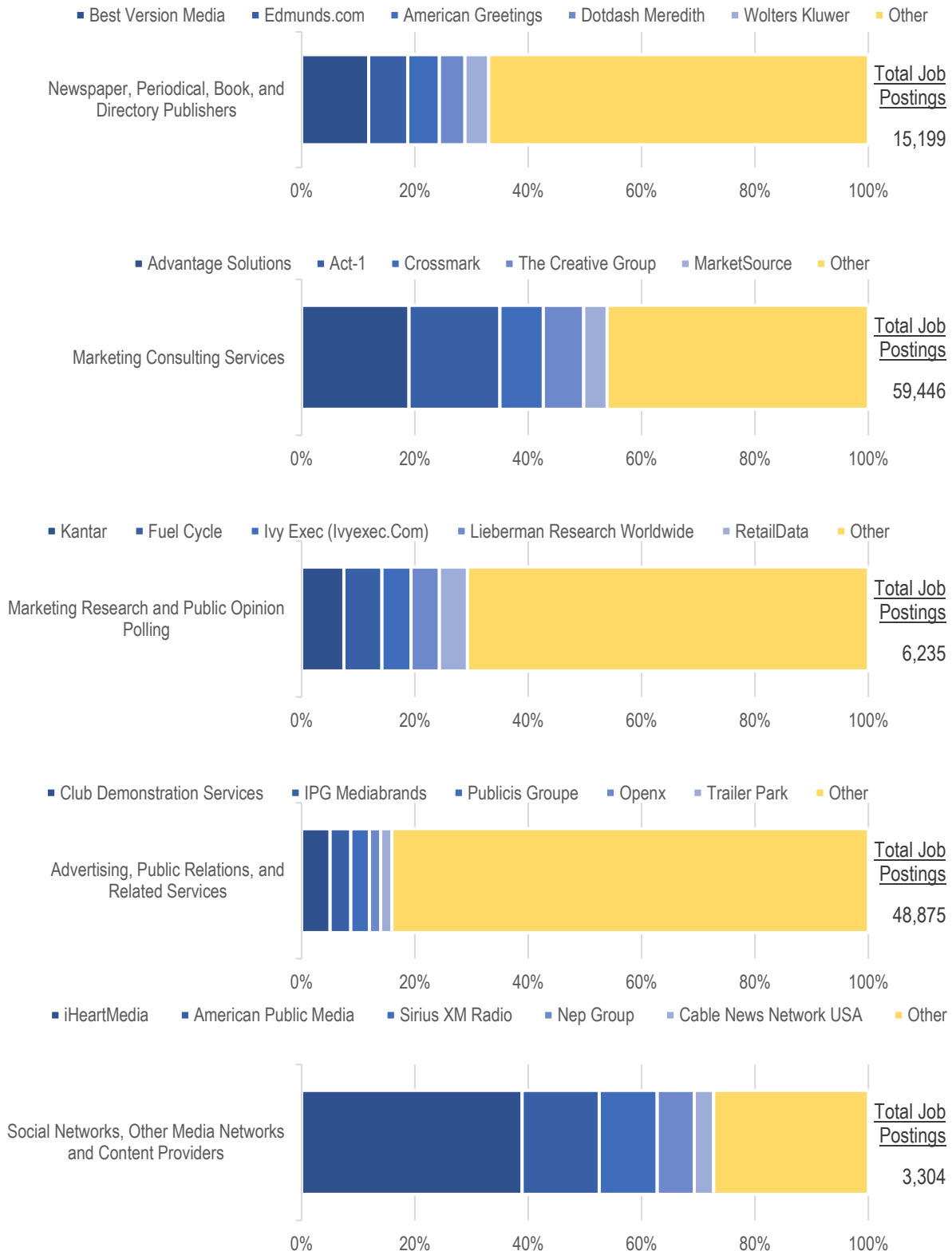
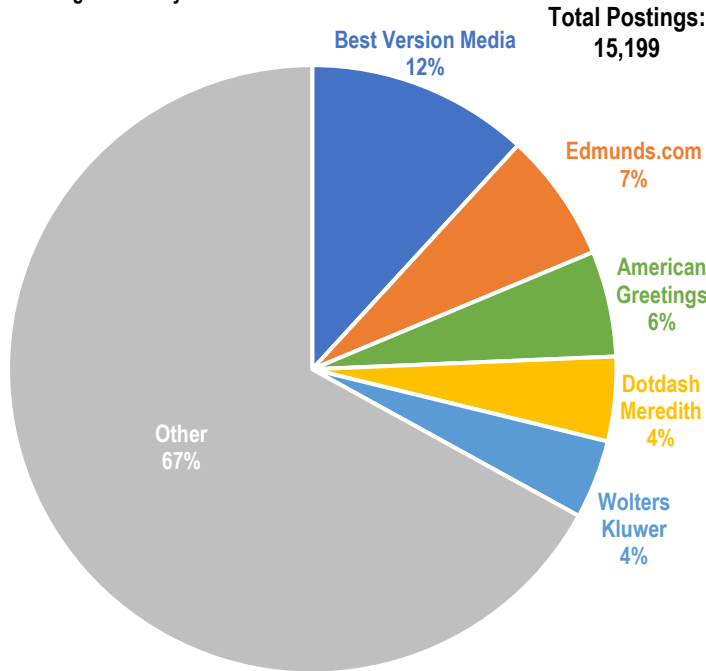


Exhibit 1-14
Job Postings for Newspaper, Periodical, Book, and Directory Publishers
Los Angeles County 2013 - 2024



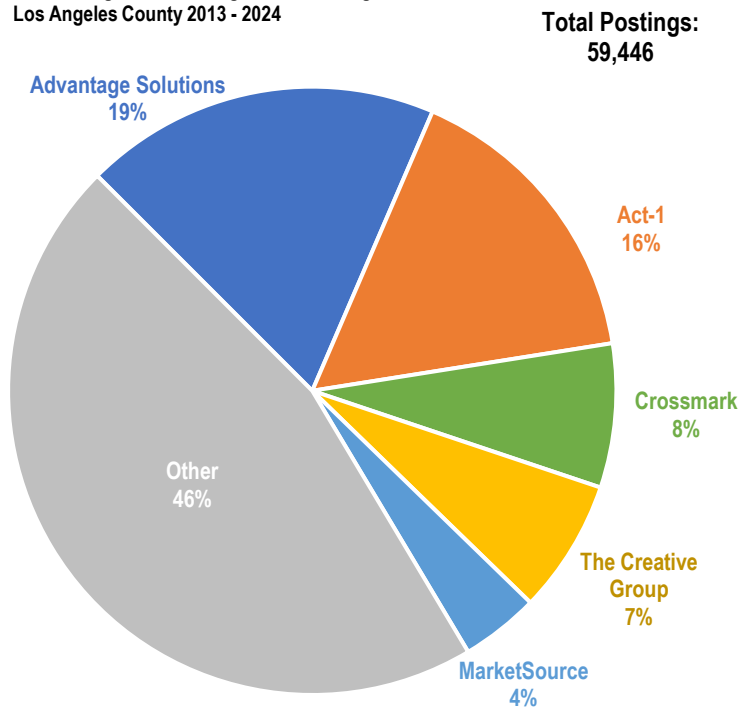
Source: Lightcast

Newspaper, Periodical, Book, and Directory Publishers Segment

Top 5 companies in the Newspaper, Periodical, Book, and Directory Publishers segment and their share of job posts from 2013-2024.

Postings are fairly concentrated in these 5 companies, accounting for 33 percent of posts in the segment.

Exhibit 1-15
Job Postings for Marketing and Consulting Services
Los Angeles County 2013 - 2024



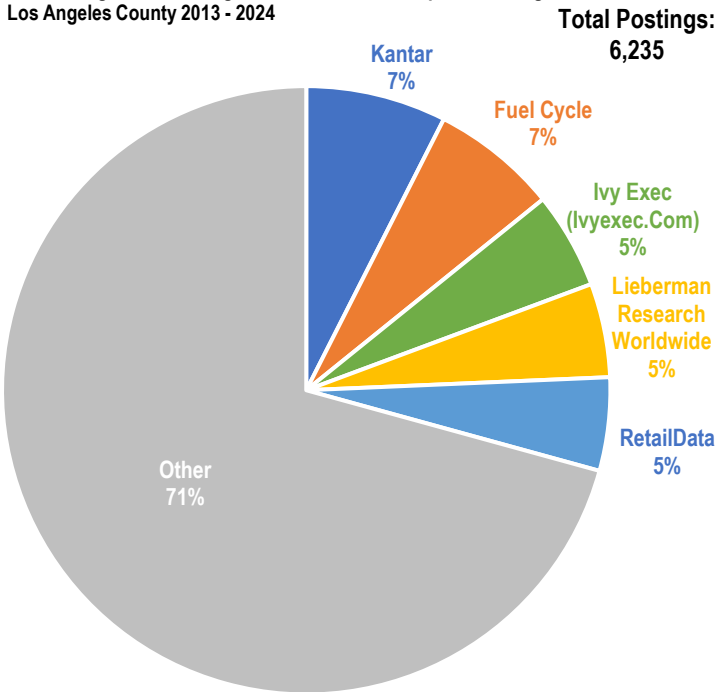
Source: Lightcast

Marketing and Consulting Services Segment

Top 5 companies in the Marketing and Consulting Services segment and their share of job posts from 2013-2024.

Postings are highly concentrated in these 5 companies, accounting for 54 percent of posts in the segment.

Exhibit 1-16
Job Postings for Marketing Research and Public Opinion Polling
Los Angeles County 2013 - 2024



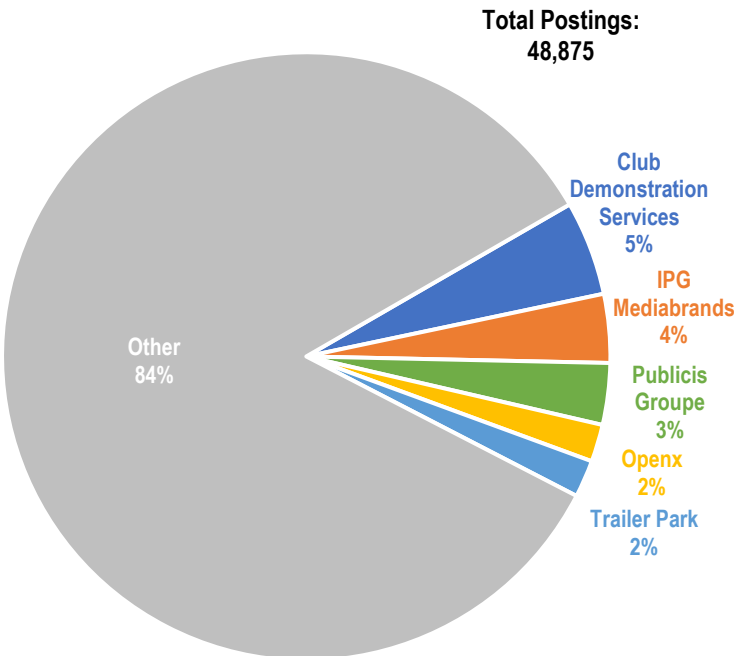
Source: Lightcast

Marketing Research and Public Opinion Polling Segment

Top 5 companies in the Marketing Research and Public Opinion Polling segment and their share of job postings from 2013-2024.

Postings are fairly concentrated in these 5 companies, accounting for over 29 percent of posts in the segment.

Exhibit 1-17
Job Postings for Advertising, Public Relations, and Related Services
Los Angeles County 2013 - 2024



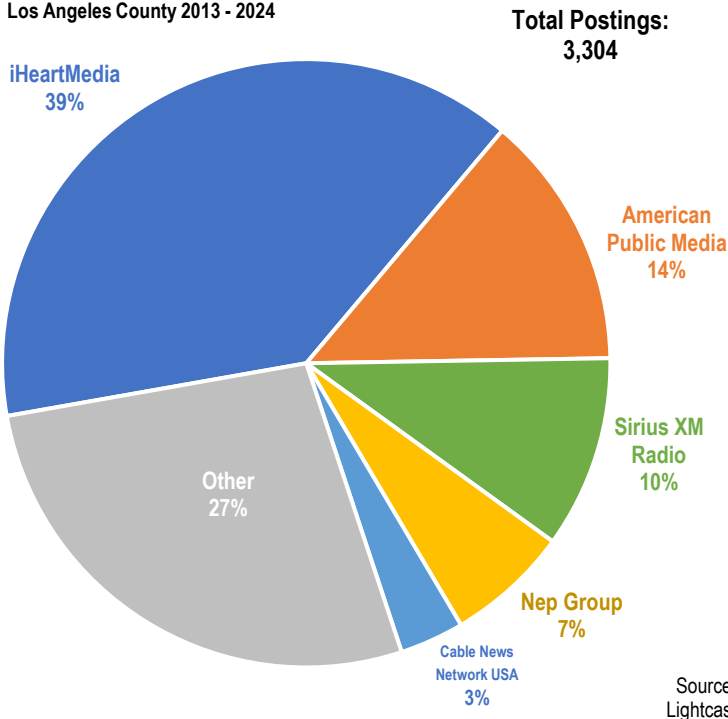
Source: Lightcast

Advertising, Public Relations, and Related Services Segment

Top 5 companies in the Advertising, Public Relations, and Related Services segment and their share of job postings from 2013-2024.

Postings are fairly concentrated in these 5 companies, accounting for over 16 percent of posts in the segment.

Exhibit 1-16
Job Postings for Social Networks, Other Media Networks and Content Providers
 Los Angeles County 2013 - 2024



Social Networks, Other Media Networks and Content Providers

Top 5 companies in the Social Networks, Other Media Networks and Content Providers segment and their share of job postings from 2013-2024.

Postings are very concentrated in these 5 companies, accounting for 73 percent of posts in the segment.

Industry Demographics

Age of Workers

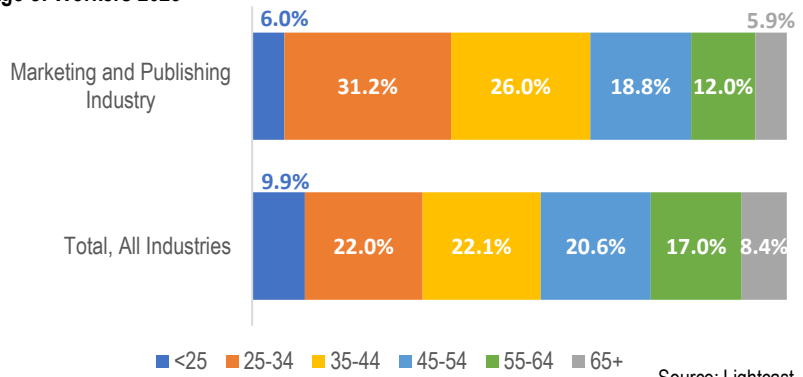
Over 57 percent of employees in the Marketing and Publishing industry are between 25 and 44 years old, 13.1 percentage points higher than the all-industry average in Los Angeles County. This suggests a younger workforce compared to other industries.

The share of workers under 25 years old is 6.0 percent, significantly lower than the 9.9 percent across all industries, suggesting fewer entry-level opportunities or early-career employment in this field.

Workers aged 45-64 make up 30.8 percent of the Marketing and Publishing workforce, which is lower than the 37.6 percent share across all industries. This indicates that the industry has fewer mid-to-late career professionals than the broader workforce.

The share of workers aged 65 and older is 5.9 percent, slightly lower than the 8.4 percent across all industries, suggesting that fewer older workers remain in the field compared to other industries.

Exhibit 1-17
Age of Workers 2023



Education Level of Workers

Nearly 39 percent of employees in the Marketing and Publishing industry have a Bachelor's degree or higher, 12.7 percentage points higher than the all-industry average, reflecting the industry's greater demand for higher education qualifications.

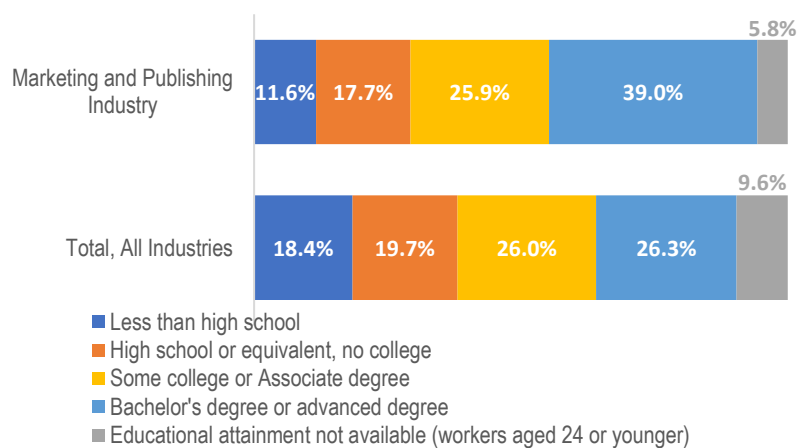
Workers with some college experience or an associate degree make up 25.9 percent of the workforce, nearly identical to the 26.0 percent across all industries.

Workers with a high school education or less account for 29.3 percent of the workforce, significantly lower than the 38.1 percent across all industries, suggesting that Marketing and Publishing roles generally require more post-secondary education.

The share of workers with less than a high school diploma is 11.6 percent, lower than the 18.4 percent across all industries, reinforcing the trend toward higher education requirements in this field.

Educational attainment data was unavailable for 5.8 percent of workers (aged 24 or younger), compared to 9.6 percent across all industries, indicating a smaller proportion of young workers in this industry.

Exhibit 1-18
Education Level of Workers 2023



Race/Ethnicity of Workers

White workers make up 49.5 percent of the Marketing and Publishing workforce, significantly higher than the 33.4 percent all-industry average, indicating lower racial diversity in this industry.

Hispanic or Latino workers account for 22.9 percent, which is considerably lower than their 40.3 percent representation across all industries.

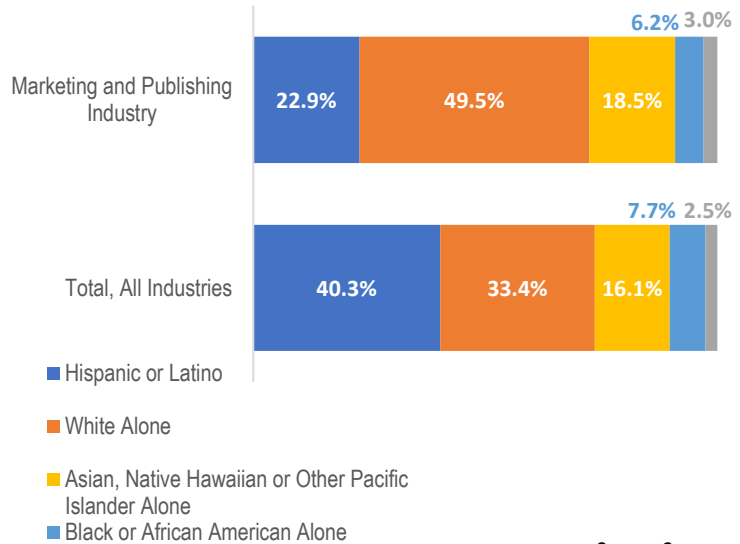
Asian, Native Hawaiian, or Other Pacific Islander workers represent 18.5 percent of the industry workforce, slightly above the 16.1 percent all-industry average, suggesting a relatively higher concentration in Marketing and Publishing roles.

Black or African American workers are underrepresented, making up only 6.2 percent of the workforce, compared to 7.7 percent across all industries.

Other racial/ethnic groups account for 3.0 percent of the workforce, slightly higher than their 2.5 percent share across all industries.

Overall, the Marketing and Publishing industry has a disproportionately high share of White workers, while Hispanic and Black workers are underrepresented compared to the broader workforce in Los Angeles County.

Exhibit 1-19
Race/Ethnicity of Workers 2023



Source: Census

Gender of Workers

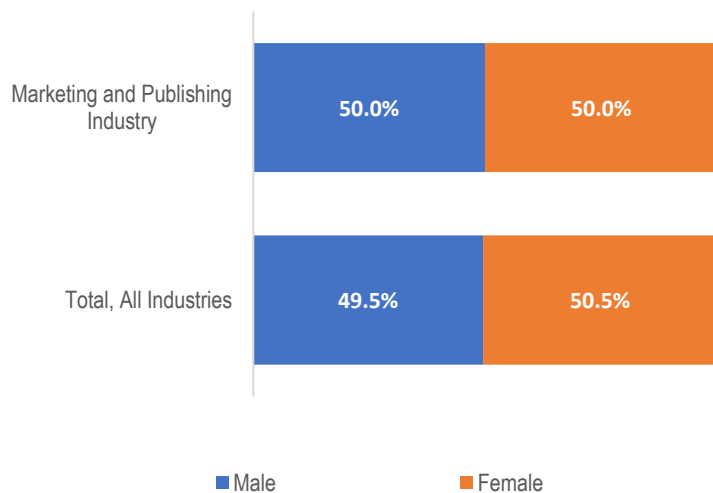
The Marketing and Publishing industry has an even gender distribution, with 50.0 percent male and 50.0 percent female workers.

This balance is almost identical to the all-industry average, where 49.5 percent of workers are male, and 50.5 percent are female.

Compared to other industries in Los Angeles County, Marketing and Publishing shows no significant gender disparity, highlighting an equitable workforce representation.

The near-equal gender distribution suggests that opportunities in the industry are accessible to both men and women, making it one of the more gender-inclusive industries in the region.

Exhibit 1-20
Gender of Workers 2023



Source: Census

Occupational Profiles

Metric		Newspaper, Periodical, Book, and Directory Publishers	Marketing Consulting Services	Marketing Research and Public Opinion Polling	Advertising, Public Relations, and Related Services	Social Networks, Other Media Networks and Content Providers	All Industries
Gender	Male	52.1%	51.8%	39.1%	46.6%	56.9%	49.5%
	Female	47.9%	48.2%	60.9%	53.4%	43.1%	50.5%
Education	Less than HS	10.6%	13.5%	13.9%	11.8%	9.7%	18.5%
	High School	17.1%	18.0%	19.2%	18.2%	16.2%	19.7%
	Some College / Associates	26.8%	25.7%	27.1%	25.9%	25.4%	26.0%
	Bachelor's degree or advanced degree	42.2%	35.4%	29.9%	37.8%	44.9%	26.2%
	Educational attainment not available (workers aged 24 or younger)	3.3%	7.5%	9.9%	6.3%	3.8%	9.6%
Age	<25	3.5%	7.4%	10.3%	6.6%	3.9%	9.6%
	25-34	25.1%	27.5%	31.5%	34.6%	30.9%	21.8%
	35-44	25.6%	24.5%	24.5%	25.6%	29.2%	22.1%
	45-54	20.8%	20.1%	16.4%	17.2%	20.8%	20.2%
	55-64	16.8%	13.8%	10.8%	10.4%	11.3%	16.9%
	>65	8.1%	6.8%	6.3%	5.7%	3.9%	9.3%
Race	Hispanic	20.8%	27.4%	37.2%	22.0%	18.4%	40.3%
	White	51.5%	43.4%	42.5%	52.8%	48.6%	33.4%
	Asian	18.5%	20.4%	12.4%	16.3%	22.7%	15.8%
	Black	6.4%	6.1%	5.1%	5.8%	7.3%	7.7%
	All Others	2.8%	2.6%	2.8%	3.1%	3.1%	2.9%

Source: Lightcast

Workforce Demographics in the Marketing and Publishing Segments

Education Levels

- Marketing and Publishing jobs remain accessible to middle-skill workers, with 25.4 percent to 27.1 percent of employees having some college or an associate degree, a rate similar to the all-industry average (26.0 percent).
- Bachelor's degree or higher attainment is significantly higher in this industry, with 42.2 percent in Publishing, 37.8 percent in Advertising, and 44.9 percent in Social Networks, compared to just 26.2 percent across all industries.

- Marketing Research and Public Opinion Polling has the highest percentage of workers with no more than a high school diploma (33.1 percent), while Social Networks has the lowest (25.9 percent).

Gender Distribution

- Marketing Research and Public Opinion Polling has the highest share of female workers (60.9 percent), while Social Networks and Media Platforms are the most male-dominated (56.9 percent male).
- Advertising, Public Relations, and Related Services maintains a near-balanced gender distribution (46.6 percent male, 53.4 percent female).
- Across the entire Marketing and Publishing industry, gender representation is nearly equal (48.2 percent male, 51.8 percent female), closely aligning with the all-industry workforce.

Racial and Ethnic Representation

- White workers are most represented in Advertising, Public Relations, and Related Services (52.8 percent), a share significantly higher than the all-industry average of 33.4 percent.
- Hispanic workers have the highest representation in Marketing Research and Public Opinion Polling (37.2 percent), while their presence is lowest in Social Networks and Media Platforms (18.4 percent).
- Asian workers have the strongest presence in Social Networks and Media Platforms (22.7 percent) and Marketing Consulting Services (20.4 percent), exceeding the all-industry average of 15.8 percent.
- Black workers are underrepresented across the industry, with shares ranging from 5.1 percent to 7.3 percent, below the all-industry rate of 7.7 percent.

Age Distribution

- The Marketing and Publishing industry skews younger, particularly in Marketing Research and Public Opinion Polling, where 10.3 percent of workers are under 25, higher than the all-industry average (9.6 percent).
- Advertising, Public Relations, and Related Services has the highest concentration of early-career workers aged 25-34 (34.6 percent), indicating high demand for young professionals in branding, media, and creative roles.
- Older workers (55+) are less represented in the industry, with the highest share found in Publishing (24.9 percent), compared to 26.2 percent across all industries.
- Social Networks and Media Platforms have the youngest workforce, with just 3.9 percent aged 65+, compared to 9.3 percent in all industries.

Key Demographic Takeaways

- The Marketing and Publishing industry workforce is more highly educated than the general workforce, with greater reliance on bachelor's degrees.
- Gender diversity is strong, though some segments are more male- or female-dominated.
- White workers remain overrepresented, while Hispanic, Black, and other minority groups have lower representation compared to all industries.
- The industry leans younger, particularly in Marketing Research and Social Media, reflecting changing digital and analytical trends.
- Traditional publishing segments have a higher proportion of older workers, indicating a slower transition to digital employment models.

Marketing and Publishing Supply Data

Community College Talent Supply

The California Community Colleges offer a wide variety of marketing and publishing instructional programs focused on functions and tasks that facilitate the promotion of and flow of goods and services to customers. There are seven primary marketing and publishing programs with offerings at Los Angeles County’s community colleges listed below. Several related programs are also listed in the table below.

These program offerings are housed within two California Community College Chancellor’s Office designated industry sectors: Business and Entrepreneurship and Information and Communication Technologies-Digital Media (ICT-DM). Regional employers having difficulty hiring for related work roles should proactively connect with the colleges listed below to establish a reliable talent pipeline to avoid current and future workforce shortages.

Marketing and Distribution		Small Business and Entrepreneurship		Desktop Publishing	Advertising	Sales and Salesmanship
<ul style="list-style-type: none"> • Cerritos • Citrus • Compton • East L.A. • El Camino • Glendale • L.A. City • L.A. Harbor • L.A. Pierce 	<ul style="list-style-type: none"> • L.A. Trade-Tech • L.A. Valley • Long Beach • Mt. San Antonio • Pasadena • Rio Hondo • Santa Monica • West L.A. 	<ul style="list-style-type: none"> • Cerritos • Citrus • East L.A. • El Camino • Glendale • L.A. City • L.A. Harbor • L.A. Mission • L.A. Pierce 	<ul style="list-style-type: none"> • L.A. Southwest • L.A. Trade-Tech • L.A. Valley • Long Beach • Mt. San Antonio • Rio Hondo • Pasadena • Santa Monica • West L.A. 	<ul style="list-style-type: none"> • East L.A. • Glendale • L.A. Pierce • Mt. San Antonio • Santa Monica 	<ul style="list-style-type: none"> • Santa Monica 	<ul style="list-style-type: none"> • Glendale • L.A. City • Santa Monica
				E-Commerce (Technology Emphasis)	E-Commerce (Business Emphasis)	
				<ul style="list-style-type: none"> • East L.A. 	<ul style="list-style-type: none"> • L.A. City • Long Beach 	
Other Related Program Areas						
<ul style="list-style-type: none"> • Viticulture, Enology, and Wine (0104.00) <i>Business Programs relating to cultivation of wine grapes and making and <u>marketing</u> of wine.</i> • Agriculture Business, Sales, and Service (0112.00) <i>Principles and application of technical skills that apply to purchasing, storing, inspecting, <u>marketing</u>, and selling products from agricultural suppliers.</i> • Real Estate (0511.00) <i>Theory and techniques of buying, selling, appraising, renting, managing, and leasing real property. Includes <u>marketing</u>, financing government regulations, and legal aspects of real estate and land economics.</i> • Software Applications (0702.10) <i>Computer application software used in a business or home environment ranging from an end user skill level to corporate level for the management of information. Concepts, theory, application of software for the design and development, distribution, <u>publishing</u>, presentation, and analysis of text, numeric, and graphic data. Procedures, information, and application of software including a variety of methods for inputting and retrieving data, records, and information. Application of software and computer-related tools such as e-mail and speech/voice recognition for the global dissemination of information.</i> • Applied Photography (1012.00) <i>Application of esthetic principles and technical processes to the exposure, development, and <u>marketing</u> of photographs and photographic services.</i> • Lodging Management (1307.20) 						

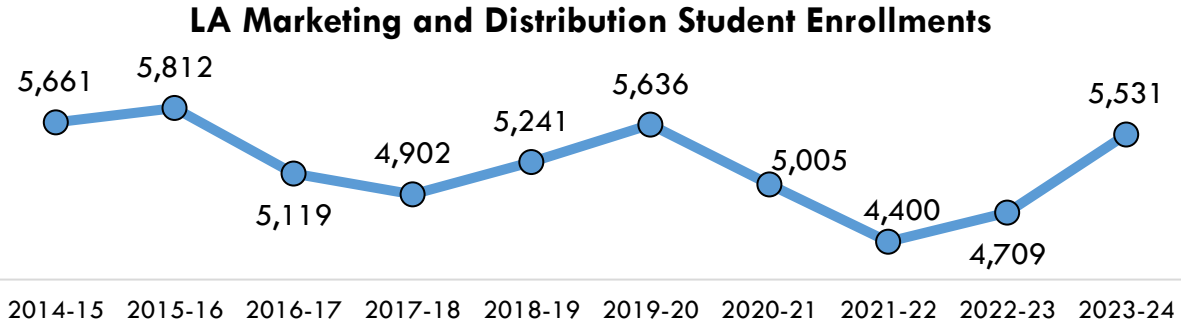
Preparation to manage places of lodging such as hotels, motels and inns. Includes supplies purchasing and control, facilities design and planning, hospitality law, personnel and financial management, marketing, events management, and front desk operations.

- **Travel Services and Tourism (3009.00)**
 Promotion of tourism, marketing, booking, and other services provided by travel agents and travel-related companies.

Source: [California Community Colleges Chancellor's Office Management Information Systems Data Mart](#) & [The California Community Colleges Chancellor's Office Curriculum Inventory System \(COCI\)](#)

Marketing and Distribution Student Enrollments

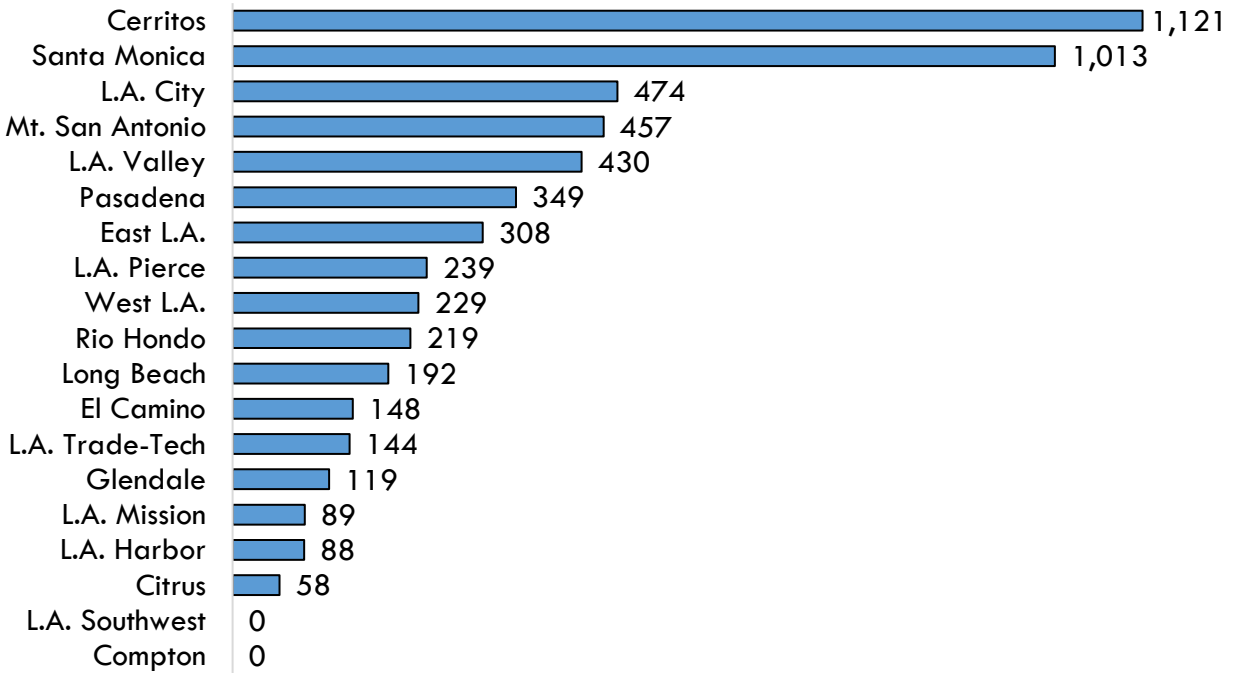
Since the 2014-15 academic year, student enrollments in marketing and distribution (TOP 0509) courses have fluctuated, with a decade-high enrollment of 5,812 students during the 2015-16 academic year. After declining enrollment in 2020-21 and 2021-22, most likely due to the COVID-19 pandemic, the number of marketing and distribution students has increased by 1,131 students over the last two academic years (26%) to 5,531 in 2023-24. The exhibit below displays marketing and distribution student enrollments by academic year over the last decade.



Source: [DataVista](#)

Looking more closely at the student enrollments from the 2023-24 academic year, the exhibit below displays the number of students enrolled in at least one marketing and distribution term, with Cerritos and Santa Monica each enrolling more than 1,000 students.

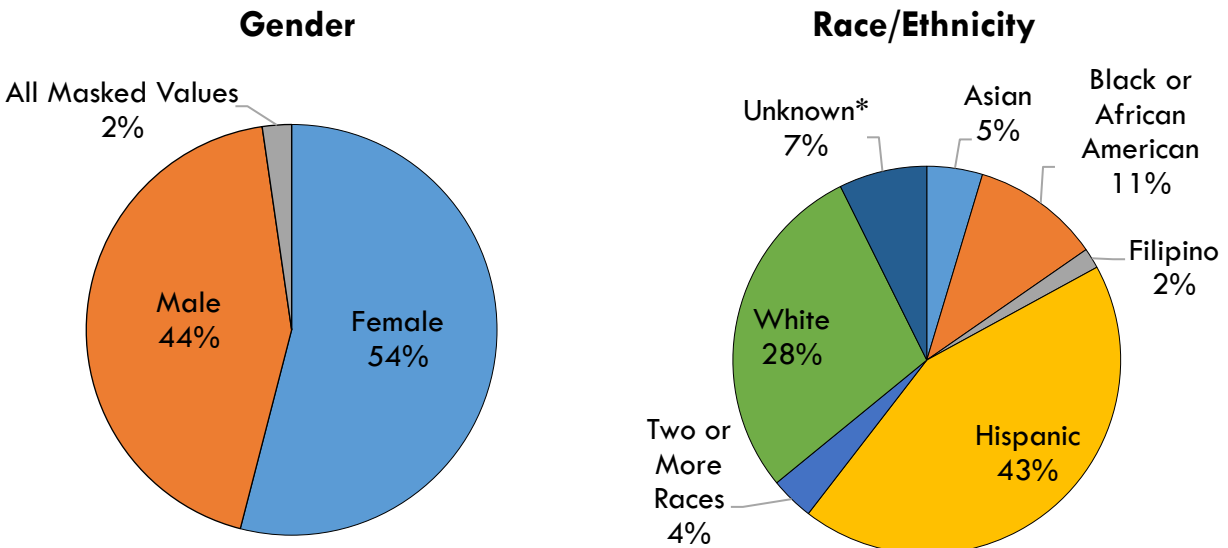
LA Marketing and Distribution Students by College, 2023-24

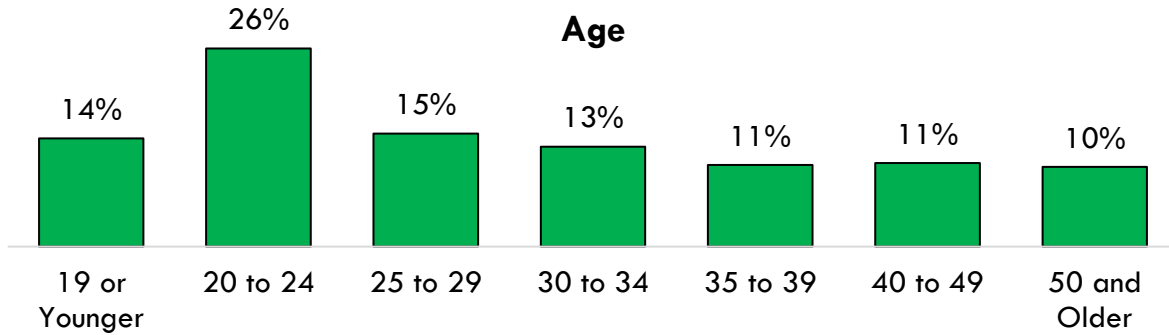


Source: [DataVista](#)

Marketing and Distribution Student Demographics

Just over half of marketing and distribution students at the LA community colleges are female, nearly half identify as Hispanic, and 40% are 24 years old or younger. This emerging workforce population of LA marketing and distribution community college students is an asset for regional employers seeking to strengthen their workforce. The exhibits below display the LA marketing and distribution student demographics of the 5,531 students enrolled in the 2023-24 academic year.





*Includes unknown, all masked values and multiple values reported

Source: [DataVista](#)

Marketing and Publishing Programs at-a-glance

To demonstrate the size and breadth of marketing and publishing programs offered by LA’s community colleges, the table below displays the number of awards issued (certificates and degrees) from LA’s marketing and publishing programs over the most recent three academic years.

Small Business and Entrepreneurship (0506.40) has issued the greatest number of awards, averaging nearly 312 during the last three years. Marketing and Distribution (0509.00) has the second highest number of annual awards, averaging 200 awards annually during this time period. These two TOP codes account for 90% of the marketing and publishing-related awards conferred annually in LA County.

TOP6 - Program Title	2020-21	2021-22	2022-23	Latest 3 Yr Avg
050640 - Small Business and Entrepreneurship	109	427	401	312
050900 - Marketing and Distribution	184	214	203	200
050910 - Advertising	17	24	25	22
050940 - Sales and Salesmanship	34	28	22	28
050970 - E-Commerce (business emphasis)	7	5	3	5
061450 - Desktop Publishing	-	-	3	1
070910 - E-Commerce (technology emphasis)	1	2	1	1
Total	352	700	658	570

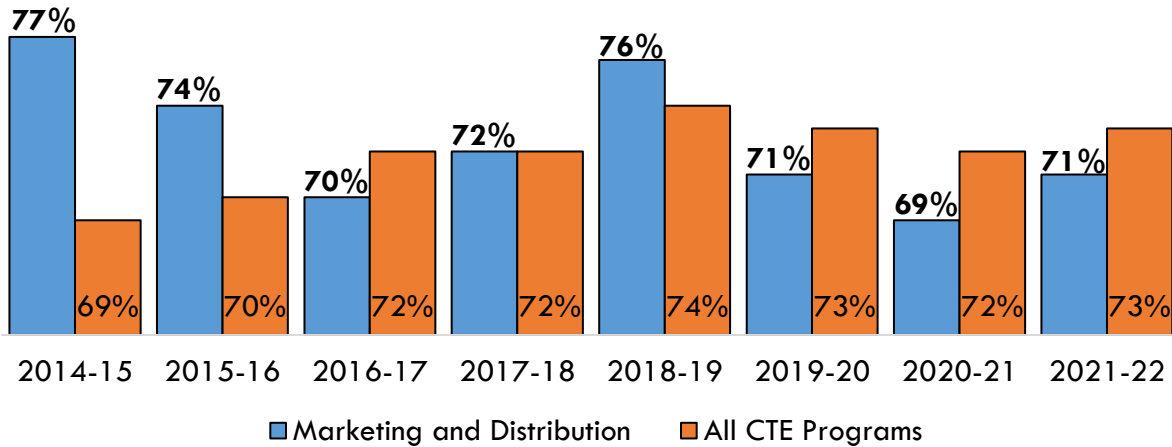
Source: [California Community Colleges Chancellor’s Office Management Information Systems Data Mart](#)

Marketing and Distribution Student Employment Outcomes

According to DataVista data, an average of 73% of exiting students from LA’s marketing and distribution programs reported working in a job closely related to their field of study between 2014-15 and 2021-22. Compared with the average across all CTE exiting students, LA marketing and distribution students have reported working in a job closely related to their field of study at a slighter higher rate compared to the

average across all CTE programs over the past three academic years.

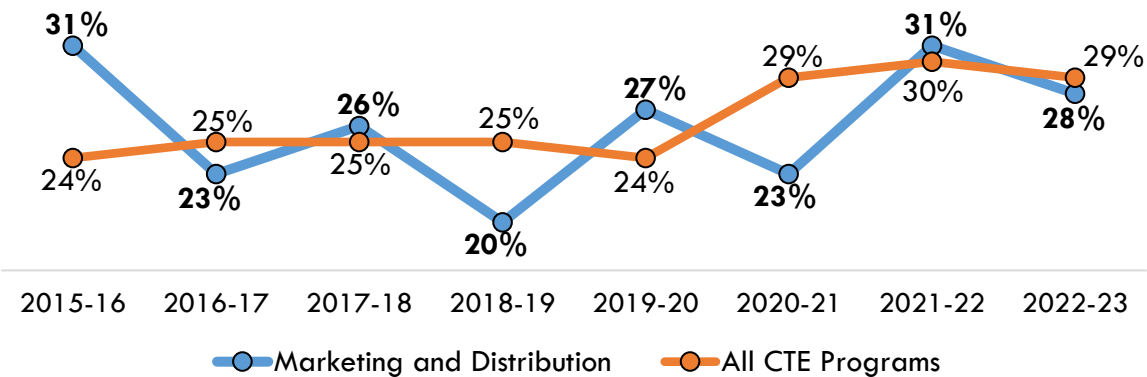
Students with a Job Closely Related to Their Field of Study



Source: [DataVista](#)

LA marketing and distribution students increased their annual earnings by 28% in the latest year that this data is available (2022-23). Since 2015-16, this rate of increase for exiting marketing and distribution students has fluctuated between 20% and 31%, surpassing the average across all CTE programs every other year between 2015-16 and 2022-23. The median change in earnings compares how much money students made prior to beginning their program with how much they earn after leaving their program, with higher numbers indicating a larger increase in earnings.

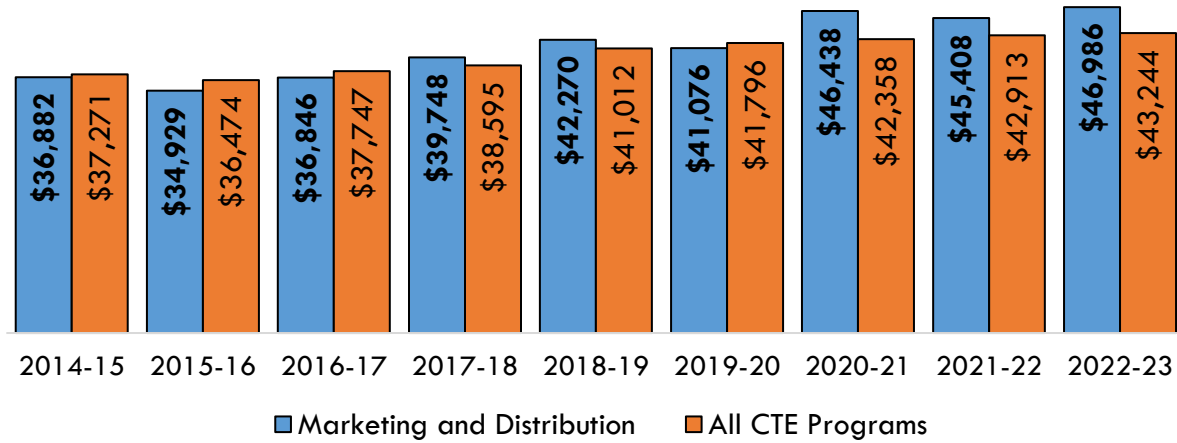
Median Change in Earnings



Source: [DataVista](#)

Median annual earnings for marketing and distribution students in the latest available year (2022-23) were \$46,986, approximately \$3,700 more than the median across all CTE programs. Over the past three academic years, exiting marketing and distribution students have earned between \$2,500 and \$4,100 more than the median across all CTE programs.

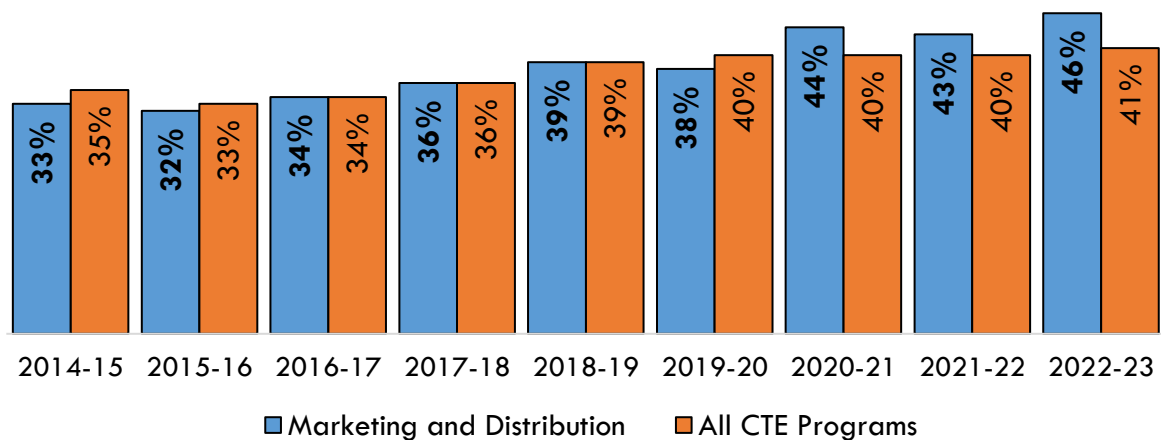
Median Annual Earnings



Source: [DataVista](#)

Out of all LA students who exited marketing and distribution programs in the 2022-23 academic year, 46% attained the living wage or greater, which was \$38,217 at the time these calculations were made. Since 2014-15, the percentage of exiting marketing and distribution students who attained the living wage steadily increased, peaking in 2022-23 at 46%. Since 2020-21, there has consistently been a larger percentage of exiting marketing and distribution students who have attained the living wage compared to all exiting CTE students. The rising rate of inflation, coupled with increasing living costs, places a premium on our students landing jobs that pay above a living wage to adequately support themselves and in many cases, their families.

Attained Living Wage



Source: [DataVista](#)

Target Middle-Skill Marketing and Publishing Occupations for Regional Training Programs

The table below displays labor market demand information for select target middle-skill occupations that our community college students are eligible for immediately upon completing their marketing and publishing programs.

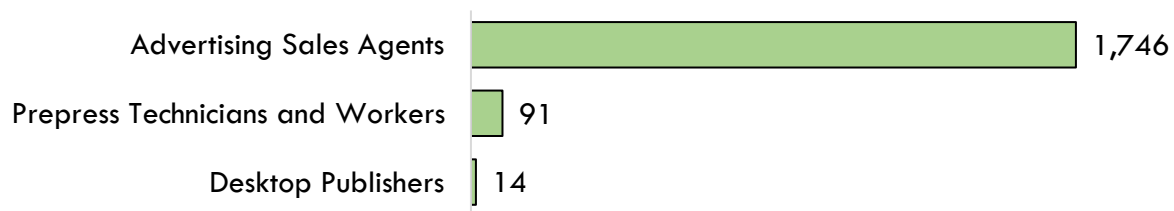
Occupation	Typical Entry Level Education	2023 Jobs	2028 Jobs	2023 - 2028 % Change	Avg. Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Median Annual Earnings *
Advertising Sales Agents	HS diploma	4,220	4,048	(4%)	435	\$23.13	\$30.62	\$63,700
Prepress Technicians and Workers	Post-secondary nondegree award	560	480	(14%)	66	\$21.33	\$23.07	\$48,000
Desktop Publishers	Associate degree	178	159	(11%)	18	\$20.44	\$29.61	\$61,600

*Rounded to the nearest \$100. Hourly wages in red indicate that they fall below the living wage for one single adult with no children in Los Angeles County (\$24.03), per the Center for Women’s Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024.* <http://selfsufficiencystandard.org/California>.
 Source: Lightcast, datarun 2025.1

Employer Job Postings

Over the past 12 months (March 2024 through February 2025), there were 1,851 unique online job postings for the three occupations of interest. The majority of job postings (94%) were for *advertising sales agents*, followed by *prepress technicians and workers* (5%), and *desktop publishers* (1%).

Number of Job Postings by Occupation



Source: Lightcast, Job Postings data

The highest number of job postings by job title were for marketing coordinators, digital marketing coordinators, sales and marketing assistants, advertising sales executives, and product marketing coordinators. The top employers, by number of job postings, in Los Angeles County were BVM Corporation USA, Disney, and Marathon Power. The top skills desired by employers for potential job candidates were marketing, social media, project management, digital marketing, and marketing strategies.

Top Job Titles and Employers from Job Postings

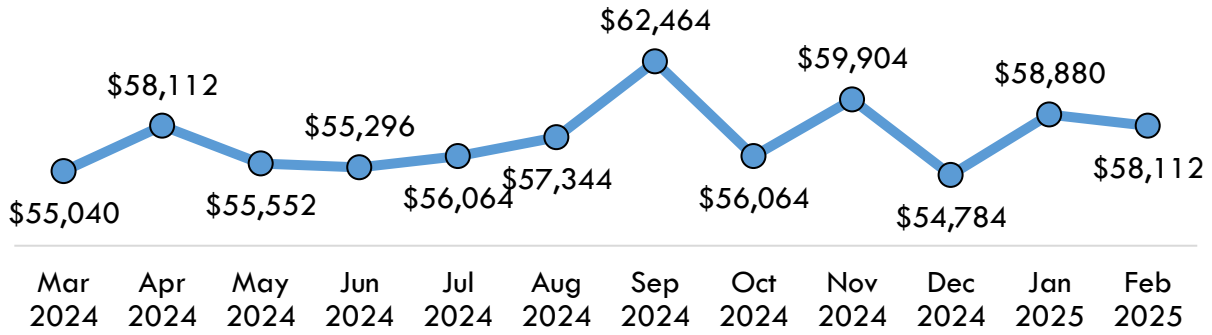
Job Title	Job Ads	Employer	Job Ads
Marketing Coordinators	437	BVM Corporation USA	30
Digital Marketing Coordinators	58	Disney	26
Sales and Marketing Assistants	37	Marathon Power	26
Advertising Sales Executives	32	Terraboost Media	22
Product Marketing Coordinators	31	Universal Music Group	21
Sales and Marketing Coordinators	28	Hermanidad Mexicana Nacional	20
Brand Marketing Coordinators	21	NBC	20
Marketing Communications Coordinators	21	Live Nation	19
Brand Representatives	18	Pi Los Angeles	16
Influencer Marketing Managers	18	Insight Global*	12

*Staffing companies

Source: Lightcast, Job Postings data

Since March 2024, advertised wages from job postings for these three marketing and publishing occupations have fluctuated between \$54,000 and nearly \$62,000. September 2024 had the highest advertised wages in the past 12 months, with job postings averaging an annual salary of nearly \$62,500. Of the job postings that listed minimum experience criteria, most employers were seeking employees with two to three years of experience (48%) or zero years of experience (41% of postings), signaling that there are many entry-level jobs available in the region. Only 11% of job ads were seeking a candidate with 4 or more years of experience.

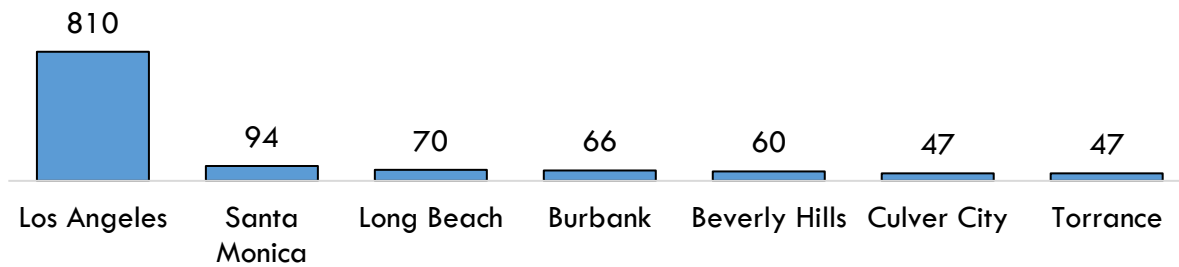
Advertised Wage Trend Over Last 12 Months



Source: Lightcast, Job Postings data

Within Los Angeles County, the top cities for these marketing and publishing jobs were Los Angeles, Santa Monica, and Long Beach.

Number of Job Postings by City



Source: Lightcast, Job Postings data

Pathway Marketing and Publishing Occupations for Regional Training Programs

The table below displays labor market demand information for select target pathway/elevated occupations that our community college students can aspire to on their career path after completing their marketing and publishing programs and either furthering their education and/or obtaining relevant work experience. All seven occupations typically require a bachelor’s degree for entry.

Occupation	2023 Jobs	2028 Jobs	2023 - 2028 % Change	Avg. Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Median Annual Earnings*
Market Research Analysts and Marketing Specialists	32,088	33,475	4%	3,212	\$27.17	\$36.83	\$76,600
Marketing Managers	15,549	15,462	(1%)	1,233	\$54.31	\$77.39	\$161,000
Editors	9,345	8,700	(7%)	910	\$30.09	\$46.89	\$97,500
Public Relations Specialists	9,899	10,199	3%	845	\$28.28	\$35.31	\$73,400
Public Relations Managers	2,664	2,734	3%	195	\$49.20	\$65.98	\$137,200
Advertising and Promotions Managers	1,143	1,159	1%	105	\$42.61	\$63.68	\$132,500
Technical Writers	1,208	1,230	2%	103	\$33.61	\$45.17	\$94,000

*Rounded to the nearest \$100.

COMMUNITY COLLEGE REPRESENTATION

Cerritos College

Program Name

A.A. Business Communications Office Technologies

Website

<https://www.cerritos.edu/bcot/>

Overview

The mission of the Business Communications/Business Computerized Office Technologies Department is to provide academic and practical instruction to prepare students for a career in the office/secretarial fields, for training and/or re-training to meet employment requirements for currency in office technologies/secretarial skills, for personal skill attainment.

The mission of the Business Communications program is to prepare students, regardless of their major course of study, to communicate orally and in writing while incorporating different business documents including letters, memos, reports, résumés, career development, business presentations, international communication, telephone techniques, and customer service.

For more information, contact:

Cindy Moriarty, Department Faculty, cmoriarty@cerritos.edu

Citrus College

Program Name

A.S. in Business

Website

<https://catalog.citruscollege.edu/disciplines/business/>

Overview

Business is the study of the practices and products of commerce. Areas of concentration for this degree can include business management, business law, marketing, finance, business ethics, and business communications. Students will take courses in business as well as related fields required for business majors.

This degree is designed to prepare students for transfer to non-CSU, four-year institutions by offering or requiring business-related courses, in addition to those required for the AS-T degree in business administration, that fulfill either transfer or elective requirements for the University of California or other private institutions;

This degree is designed to ensure that students interested in using the AS in business as their terminal degree receive sufficient education in business-related issues; and/or

This degree is designed to prepare students for professional careers or otherwise enhance their personal growth.

For more information, contact:

Dr. Balaji Sethu Raja, Dean of Business, business@citruscollege.edu

Compton College

Program Name A.S. Business Marketing
Website <https://www.compton.edu/academics/business-industrial-studies/business/index.aspx>

Overview The program is designed to provide students with the opportunity to obtain a degree or certificate in marketing. The student will explore opportunities in the marketing field, acquire basic marketing terminology, applying marketing concepts to the role of marketing in society and in the business firm, and balance factors that influence marketing decision-making in the global economy. Competency will be measured by examinations, projects, and case problems.

For more information, contact:

Abdirashid Yahye, Department Chair, ayahye@compton.edu

East Los Angeles College

Program Name A.A. Marketing
Website <https://www.elac.edu/academics/aos/marketing>

Overview Every organization needs to attract customers. The courses, certificate, and associate degree in Business Marketing are designed to teach students foundational marketing concepts. These courses help students understand traditional marketing, social media marketing, sales, advertising, and promotion to develop and maintain beneficial exchanges with a target customer.

Courses in Marketing: Take a course and build your knowledge in various Marketing aspects such as Sales, Advertising, Social Media Marketing, and Merchandising

For more information, contact:

Frank Aguirre, Chairperson, aguirrfj@elac.edu

El Camino College

Program Name A.S. Marketing
Website <https://www.elcamino.edu/academics/areas-of-study/marketing.php>

Overview The El Camino marketing degree program will prepare you for transfer to a bachelor's degree program. Or use your education to begin entry-level work in both private industry and public agencies.

For more information contact:

Virginia Rapp, Dean, vrapp@elcamino.edu

Glendale College

Program Name A.A. Business Administration

Website <https://www.glendale.edu/academics/degree-certificate-programs/graduation-requirements/associate-in-arts-major-requirements/business-administration>

Overview The AA in Business Administration is designed to provide students with the general knowledge needed to pursue a career in Business. Students must complete all required courses for a minimum of 25 -27 units. Program Learning Outcomes: Upon completion of this program, students will be able to recognize, analyze, and assess current economic challenges facing global and domestic businesses; analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance; and understand and apply the four P's of marketing, business law, investments, and management.

For more information contact:

Michael Scott, Division Chair, msscott@glendale.edu

Long Beach City College

Program Name A.A. Marketing

Website <https://www.lbcc.edu/marketing>

Overview Do you have a passion for sales? Product development? Marketing communications? Supply chain management? Marketing is all around us and will never go away. No matter what the product or service is you have to inform the buyer of why they need your product. Billboards, TV ads, radio are all important means of communicating information about your product but with the increasing use of digital and social media, marketing efficiently is more important now than it has ever been!

For more information contact:

Myke McMullen, Department Chair, mmcmullen@lbcc.edu

Los Angeles City College

Program Name Certificate of Achievement - Marketing

Website <https://www.lacc.edu/academics/pathways/bel>

Overview Designed to provide the student with a general knowledge of Marketing concepts including price, product, place and promotion, target marketing, SWOT analysis, and retailing. Employment opportunities include entry-level positions in general marketing administration, sales, marketing research and communication, and fund raising. This program can be completed in two semesters and serves as a direct pathway to our AA degree in Marketing. Students are advised to begin their studies with Marketing 021 - Principles of Marketing.

For more information contact:

R. Britt Hastey, Department Chair, hasteyrb@lacitycollege.edu

Los Angeles Harbor College

Program Name A.A Business Administration

Website <https://www.lahc.edu/academics/aos/marketing>

Overview This degree program is designed to prepare students for transfer to a four year university business program. Upon successful completion of the program, students will be able to demonstrate an understanding of all business functions, practices and related theories and be able to integrate this functional knowledge to address business problems. Students will be able to demonstrate effective oral and written communication skills in English. Students will be able to demonstrate conceptual learning, critical thinking, and problem-solving skills. Students will be able to employ quantitative and technological skills to analyze and interpret business data and improve business performance.

For more information contact:

Wendy Hoffman, Instructor, hoffmawk@lahc.edu

Los Angeles Mission College

Program Name Associate of Arts - Business Administration

Website <https://la-mission.programmapper.ws/academics/interest-clusters/7b7428c7-ab0e-4e00-b9eb-08091c31b34c/programs/6cbf2407-062d-1915-bf84-d6c9544d640c>

Overview The Business Administration program is designed to give the student a basic understanding of the field of business through the use of electives. It is also designed with sufficient latitude to allow the student to explore fields of his or her choice. This program is designed to meet the needs of 1) employed persons desiring to prepare for supervisory positions, 2) supervisors and other management personnel who wish to gain knowledge which will enable them to perform their duties more effectively or to advance to more responsible positions.

For more information contact:

Dara De Loera, Department Counselor, deloerd@lamission.edu

Los Angeles Pierce College

Program Name Associate in Arts - Marketing

Website <https://programmapper.piercecollege.edu/academics/interest-clusters/2e013299-d9ec-418b-bfb1-04541dbd2633/programs/cc191aaa-9649-f321-6d9a-dc3149f38e99>

Overview

This program was developed to prepare students to enter the broad area of marketing for the business enterprise. Upon successful completion of this program, the student has a background in the principles and practices involved in the distribution of products and services from producers through middlemen to the ultimate consumer. Career opportunities include sales, public relations, purchasing, and management. Typical positions: Retail, wholesale and industrial sales; buyer; merchandising supervision; proprietor.

For more information contact:

Jose Luis Fernandez, Dept Head, fernanj2@laccd.edu

Los Angeles Southwest College

Program Name

Associate in Science for Transfer in Business Administration

Website

<https://programmap.lasc.edu/academics/interest-clusters/f3348ad8-d9e0-40e1-958e-66221ca010a9/programs/dafe6d70-4b90-c145-215d-b0eb30b0763f>

Overview

The Associate in Science in Business Administration for Transfer Degree is intended for students who are planning to transfer to a California State University (CSU) institution into the Business Bachelors program. The Student is guaranteed admission to a CSU upon completion of this program. The degree prepares students to continue their formal education in the business field at a four-year CSU. The degree combines the foundation necessary for Business Administration with equal emphasis on university parallel courses in Liberal Arts and STEM.

For more information contact:

Allison Moore, Chair, mooreap@lasc.edu

Los Angeles Trade Technical College

Program Name

AA in Marketing and Public Relations

Website

<https://programmap.lattc.edu/academics/interest-clusters/179c2c76-c653-42c7-b8cf-2f1286bd461d/programs/dc93cc1f-f42f-84ba-1215-06b8a4e208e3>

Overview

The program is designed to insure all students master all aspects of marketing and public relations, which include advertising, branding, and corporate communications. Students will study and evaluate the effectiveness and appropriateness of marketing and public relations messages, which engaging in problem analysis, strategic planning, message development, and tactical solutions. Using both traditional and digital media students will be able to implement compelling marketing campaigns that reach customers and consumers in new and innovative ways, grow market share, and increase bottom line results.

For more information contact:

R Maina, Department Chair, bce@lattc.edu

Los Angeles Valley College

Program Name Associate in Arts - Marketing

Website <https://www.lavc.edu/academics/pathways/bel>

Overview This degree serves as the basis for further undergraduate education in marketing and prepares students for positions in sales, the retail industry, and entry-level marketing jobs. Students will use the computer and the internet, and integrate other Business disciplines, including Accounting, Management, Banking and Finance, and Law.

For more information contact:

Kevin Sanford, Department Chair, businessadmin@lavc.edu

Mt. San Antonio College

Program Name AS Marketing

Website <https://www.mtsac.edu/businessadministration/>

Overview This program is intended to prepare students for employment following graduation. Students wishing a bachelor's degree (transfer program) should consult with a counselor or advisor to discuss transferability of courses. Organization and function of system of distributing goods and services from the point of production to the consumer. Preparation of a marketing plan using product, distribution, promotional and pricing strategies. Provides marketing students with an opportunity to problem solve and develop a marketing plan or related project as requested by a local business to add to the creation of a career portfolio.

For more information contact:

Luis Vayo, Dept Head, lvayo@mtsac.edu

Pasadena City College

Program Name Associate in Science Degree - Marketing Management

Website <https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/marketing-management.php>

Overview The Marketing Management program provides students with core skills for employment in sales, marketing management, marketing research, promotions and customer service. Students will complete course work that emphasizes customer segmentation, marketing plans, marketing research, consumer behavior, social media marketing, and marketing communication. This program is designed for entry level career paths in Marketing Management, Advertising and Promotions, Marketing Analysts, Market Researcher, Social Media Coordinator, and Sales.

For more information contact:

Matthew Barboza, Division Dean, mbarboza3@pasadena.edu

Rio Hondo College

Program Name	Associate of Science Degree - Marketing
Website	https://pathways.riohondo.edu/program/business-marketing-as/
Overview	The Associate of Science Degree in Business Marketing is designed to prepare students to be successful in the dynamic, creative, and fast-paced field of marketing. Students have the flexibility of choosing elective classes that meet their personal goals in their marketing education. The degree is a two-year program designed to prepare students to enter the workforce or explore additional education options. This comprehensive program can prepare students to be effective in a variety of marketing careers including: sales and sales management, retail management, advertising, promotion, consumer behavior marketing research, customer service, and small business marketing.

For more information contact:

Dr. George Wheeler, Dean, gwheeler@riohondo.edu

Santa Monica College

Program Name	Certificate of Achievement - Marketing
Website	https://www.smc.edu/academics/areas-of-interest/business.php
Overview	Marketing is one of the fastest growing, most in-demand careers, with an increasing number of jobs available across marketing management, sales management, creative direction, social media management, advertising and promotions, market research, and public relations. The common thread? Technology. Social media, artificial intelligence, augmented reality, and other technologies have transformed the marketing landscape, and show no signs of slowing.

For more information contact:

Dana Nasser, Department Chair, nasser_dana@smc.edu

West Los Angeles College

Program Name	Associate Degree in Marketing
Website	https://www.wlac.edu/academics/aos/marketing
Overview	The Associate of Arts degree in Marketing is primarily designed for vocational education and workforce training/development. The curriculum is not aligned with course requirements for transfer to a specific major at a four-year college or university. The Marketing program prepares individuals for such marketing positions as store manager, division manager, department manager, buyer, credit manager, and retail or industrial sales professional.

For more information contact:

Todd Matosic, Chairperson, matosit@wla.edu