

Moreno Valley College

**TOP Code 050900: Marketing and Distribution**

Regional Labor Market Information and Analysis

August 2024

## **I. Introduction, Definitions, and Data Sources**

This report summarizes program completion and employment data to analyze the regional labor market for TOP Code 050900: Marketing and Distribution. It draws from the California Community Colleges Chancellor's Office (CCCCO) Curriculum Inventory, Datamart, and Perkins Core Indicator Reports; the U.S. Bureau of Labor Statistics; the Centers of Excellence for Labor Market Research (COE); the CA Employment Development Department; and O\*NET OnLine.

### **Definitions:**

#### ***Labor Market Supply and Demand***

##### **TOP Code**

The California Community Colleges Taxonomy of Programs (TOP) Code is a numeric system used by the state to collect and report information on programs and courses with similar outcomes across colleges. This report refers to TOP Code Manual 6<sup>th</sup> Edition (2013).

*Source: California Community Colleges Curriculum and Instruction Unit*

##### **SOC Code**

The Standard Occupational Classification (SOC) system is used by federal agencies to classify workers into occupational categories to collect, calculate, or disseminate data. All workers are classified into one of 867 detailed occupations according to their occupational definition. Detailed occupations with similar job duties, and in certain instances skills, education, and/or training, are grouped together. The SOC Code system provides a uniform framework to classify positions based on the work performed regardless of the employer or industry.

*Source: U.S. Bureau of Labor Statistics, CA Employment Development Department*

##### **Occupational Employment Projections**

Occupational employment projections estimate changes in occupational employment over time as a result of industry growth, technological changes, and other factors. Projection data are estimates and assume the continuation of historical trends, while acknowledging that a variety of events can occur during the projection period that can impact employment levels.

*Source: CA Employment Development Department*

##### Short-term projections:

Short-term (2-year) projections are based on quarterly average employment levels by industry for base and target quarters. Averages may reflect seasonality in some occupations.

*Source: CA Employment Development Department*

##### Long-term projections:

Long-term (10-year) projections are based on annual average employment levels by industry for base and target years. When using long-term projections data, it is important to note the annual average employment levels for seasonal occupations in agriculture, construction, retail sales, or recreation may vary significantly from seasonal peak periods.

*Source: CA Employment Development Department*

### **Total Job Openings**

Total job openings represents the sum of growth (new jobs) and replacement needs. It is the sum of exits (projected number of workers leaving an occupation and exiting the labor force entirely), transfers (projected number of workers permanently leaving an occupation and transferring to a different occupation), and numeric change (projected number of job gains or losses in an occupation for the projection period).

*Source: CA Employment Development Department*

### **Median Annual Wage**

Median wage estimates are the mid-point of the wage distribution. 50% of workers in an occupation earn wages below and 50% earn wages above the median wage.

*Source: CA Employment Development Department*

### ***Student Progress Measures***

#### **Perkins Core Indicator 2: Completions**

##### **Perkins Core Indicator 1: Postsecondary Retention & Placement**

This indicator measures the percentage of CTE concentrators who, during the second quarter after program completion, remain enrolled in postsecondary education, are in advanced training, military service, a service program that receives assistance under title I of the National and Community Service Act of 1990, volunteers under the Peace Corps Act, or placed or retained in employment.

*Source: California Community Colleges, CCCCCO.edu*

##### **Perkins Core Indicator 2: Earned Postsecondary Credential**

This indicator measures student attainment of an industry-recognized credential, a certificate, or a degree. It is the percentage of leaver and completer concentrators who: 1) receive a degree, certificate, or equivalent; or 2) complete a transfer program and are classified as Transfer Ready.

*Source: California Community Colleges, CCCCCO.edu*

##### **Perkins Core Indicator 4: Employment**

This indicator measures student placement in military service, apprenticeship programs, or placement or retention in employment, including placement in high skill, high wage, or high demand occupations or professions. It is the percentage of Career Technical Education (CTE) program leavers and completers who did not transfer to a two or four-year institution and who, during one of the four quarters following the cohort year, were in an apprenticeship program, Unemployment Insurance covered employment, the federal government, or the military.

*Source: California Community Colleges, CCCCCO.edu*

### **Data Sources:**

#### TOP-SOC Codes

Moreno Valley College active credit CTE program TOP Codes were obtained from the Chancellor's Office Curriculum Inventory System. The COE TOP-CIP-SOC crosswalk and O\*Net Online were used to match TOP Codes to SOC Codes. Additional SOC Codes using Classification of Instructional Programs (CIP) Codes may be found at <https://nces.ed.gov/ipeds/cipcode/post3.aspx?y=56>

Total Job Openings and Median Annual Wage

Total job openings and median annual wage projection data were obtained from the CA Employment Development Department.

Educational Attainment and Requirements

Educational attainment and requirement data were obtained from the U.S. Bureau of Labor Statistics.

**II. Degrees and Certificates**

At Moreno Valley College, the following active credit CTE programs are coded as TOP Code 050900 - Marketing and Distribution:

Program Title	Program Award
Business Administration: Marketing	A.S. Degree
Business Administration: Marketing	Certificate of Achievement requiring 30 to < 60 semester units or 45 to < 90 quarter units

Source: The Chancellor's Office Curriculum Inventory System

**MVC Student Achievement**

**Credit Program Awards (2022-2023) - TOP Code 050900**

<b>Total MVC Program Awards</b>	<b>4</b>
Associate of Science (A.S.) degree	1
Certificate requiring 30 to < 60 semester units	3

Source: CCCC Datamart

**Perkins Core Indicators (Cohort Year 2020-2021\*) - TOP Code 050900**

Outcome	MVC	Statewide	Performance Goal
Core 1: Postsecondary Retention & Placement	<10 students	91.6%	91.8%
Core 2: Earned Postsecondary Credential	<10 students	67.8%	89.0%
Core 4: Employment	<10 students	68.9%	73.2%

Source: CCCC Perkins Core Indicator Reports

\*Most recent cohort year available for this TOP Code



13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	Data not available	Data not available	Data not available	Data not available	Data not available	67,400*
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	21.9%	9.1%	40.8%	15,810	\$64,634

Sources: CA Employment Development Department, COE Crosswalk, Bureau of Labor Statistics

\*Annual wage for this category is not available from the EDD. The wage reported is from O\*Net Online.

It is projected that between 2020-2030 there will be 15,810 Inland Empire job openings for the SOC Codes associated with TOP Code 050900 (based on available data). According to the Bureau of Labor Statistics, SOC Code 41-4012 typically requires a high school diploma or equivalent. However, it is estimated that 41% of workers in this SOC Code have a bachelor’s degree. The MIT Living Wage Calculator estimates the annual living wage is \$53,601 for a single person with no children in the Riverside-San Bernardino-Ontario metropolitan region. The median wage of \$64,634 for SOC Code 41-4012 and the average wage of \$67,400 for SOC Codes 13-1022 and 13-1023 exceed the living wage for the region.

#### IV. Regional Completers

The table below shows the number of degrees and credit certificates awarded in TOP Code 050900 at Inland Empire community colleges in 2022-2023. Included in this analysis are: Barstow Community College, Chaffey College, College of the Desert, Copper Mountain College, Crafton Hills College, Moreno Valley College, Mt. San Jacinto College, Norco College, Palo Verde College, Riverside City College, San Bernardino Valley College, and Victor Valley College. Of these colleges, the following had credit program awards in TOP Code 050900 in 2022-2023: College of the Desert, Moreno Valley College, and Riverside City College.

#### Inland Empire Community College Credit Program Awards 2022-2023 – TOP Code 050900

<b>Total Program Awards</b>	<b>30</b>
<b>Associate Degrees</b>	<b>12</b>
Associate of Science (A.S.) degree	12
<b>Credit Certificates</b>	<b>18</b>
Certificate requiring 30 to < 60 semester units	10
Certificate requiring 16 to < 30 semester units	6

Certificate requiring 6 to < 18 semester units	2
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Source: CCCCCO Datamart

## V. Net Labor Demand

To estimate net annual labor demand, we consider the estimated number of job openings, minus the annual number of program completers. The estimated total annual job openings in the table below is calculated by dividing the total for the 10-year projection period by 10. The projected job openings in the Inland Empire for the SOC Codes corresponding to TOP Code 050900 between 2020-2030 is 15,810. Dividing that number by 10 produces an annual estimate of 1,581 openings. With 30 program completers for the year 2022-2023, there is an estimated net annual labor demand of 1,551.\*

### Net Annual Labor Demand - Inland Empire Community Colleges - TOP Code 050900

Total Estimated Annual Job Openings	1,581
Program Completers (2020-2021)	30
<b>Net Annual Labor Demand</b>	<b>1,551*</b>

\*Based on available projected job openings data.

In evaluating net labor demand, it is important to note that the SOC Codes matching TOP Code 050900 are also linked to other TOP Codes. The table below shows all of the TOP Codes matching the SOC Codes in this report.

SOC Code	TOP Code
13-1022: Wholesale and Retail Buyers, Except Farm Products	050800: International Business and Trade 050900: Marketing and Distribution 050920: Purchasing
13-1023: Purchasing Agents, Except Wholesale, Retail, and Farm Products	050900: Marketing and Distribution
41-4012: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	050800: International Business and Trade 050900: Marketing and Distribution 050960: Display

Source: COE Crosswalk