Marketing

March 2011 Needs Assessment

Prepared by Carli Straight
Date: March 30, 2011
Marketing
Scope

Data compiled in this report covers San Bernardino, Riverside, Orange, and Los Angeles counties. Data were drawn from external sources, including the Employment Development Department’s California Labor Market Information and the U.S. Department of Education’s Integrated Postsecondary Education Data System (IPEDS), and Chaffey College’s Colleague Administrative database.

Data Sources and Calculations

Educational Program Data

The Taxonomy of Programs (TOP) is a standardized system used at the state level to classify programs and courses that are intended to achieve the same outcome at different colleges throughout the state. The TOP code assigned to Marketing and Distribution is 0509.00.

The Classification of Instructional Programs (CIP) is a standardized coding system used at the federal level to facilitate accurate tracking, assessment, and reporting of fields of study and program completion at educational institutions throughout the country. The CIP code and title associated with Marketing and Distribution is Sales, Distribution, and Marketing Operations, General, 52.1801.

All educational program data in this report are based on these TOP and CIP codes.

Occupational Data

The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories. The SOC codes and titles associated with Marketing and Distribution are: 13.1023 – Purchasing Agents, Except Wholesale, Retail, and Farm Products, 41.2031 – Retail Salespersons, 41.4012 – Sales Representatives, Except Technical, 41.9041 – Telemarketers, and 13.1022 – Wholesale and Retail Buyers, Except Farm Products.

Educational Program to Occupation Crosswalk

The TOP-CIP-SOC Crosswalk (Employment Development Department, 2007) was used in this report to map California Community College-specific Taxonomy of Program (TOP) codes to federal Classification of Instructional Program (CIP) and Standard Occupational Classifications (SOC) codes. This crosswalk allows the user to estimate labor market demand for California Community College program completers using SOC based projections from the Labor Market Information Division.

Industry Data

The North American Industry Classification System (NAICS) is used by federal statistical agencies to classify business establishments for the purpose of conducting and reporting research on the U.S. business economy. Using the Standard Occupational Classification codes listed above, associated NAICS industries were identified.

Completions Data

Degree and certificate data regarding students at Chaffey College were collected from the Colleague Administrative database. Degree and certificate data for all comparison schools were collected from the U.S. Department of Education’s Integrated Postsecondary Education Data System (IPEDS).
Introduction and Contents

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Regional Definitions

Inland Empire includes the Riverside-San Bernardino-Ontario Metropolitan Statistical Area (MSA)
Los Angeles County includes the Los Angeles-Long Beach-Glendale Metro Division
Orange County includes the Santa Ana-Anaheim-Irvine Metro Division

Purpose and Goals

Chaffey College currently offers a 15-unit certificate in Business Administration/Marketing. The 2010-2011 College Catalog program description reads as follows:

“The Marketing Certificate prepares students for marketing and management training positions that require a working knowledge of marketing, advertising, and sales.”

The purpose of this report is to integrate and analyze data from multiple sources to determine labor market needs for the Marketing program at Chaffey College. The goal is to help Chaffey College align its program offerings to the labor market needs of its service area and to decide if an increase in units would be supported by the market.

Comparison Institutions

All comparison institutions included in this report are postsecondary and have provided data to the U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS). IPEDS defines postsecondary education as a formal program designed primarily for students beyond high school age. These include academic, vocational, and continuing professional education, and exclude avocational and adult basic education programs.

Key Terms and Concepts

Replacement Jobs: Replacement jobs refer to the number of job openings due to workers leaving an occupation.

Annual Openings: Annual openings are calculated by adding the number of new jobs to the number of replacement jobs, divided by the number of years in the projection period.

Projections: Projections of employment are calculated by the Employment Development Department and are based on a mathematical formula that includes historical employment and economic indicators along with national, state, and local trends.

Occupation: Jobs are grouped into occupations using the federal Standard Occupational Classification (SOC) system.

Industry: Occupations are grouped into industries using the North American Industry Classification System (NAICS).

Wages: Hourly wages are reported in percentiles and averages. The 25th percentile is a useful proxy of entry-level wages and the 75th percentile of experienced-level wages.
Marketing and Distribution

There are many job opportunities for an individual majoring in Marketing, the nature of which depend upon the type of certificate or degree earned. An undergraduate certificate in Marketing, for example, is typically designed to provide students with a broad overview of marketing communication, sales, research, Internet strategy, and global marketing. These programs generally equip completers with an understanding of the importance of selling and marketing to enhance their qualifications for supporting roles in the marketing field.\(^1\) An associate’s degree in Marketing, on the other hand, teaches the fundamentals of business and economic theory. Individuals with a Marketing associate’s degree may enter the workforce in fields such as public relations, marketing, advertising, and sales.\(^2\) The following five occupational categories were identified by the Employment Development Department as being available to individuals with an undergraduate-level certificate or associate’s degree in Marketing.

**Purchasing Agents, Except Wholesale, Retail, and Farm Products**
Purchasing Agents buy goods and services for use by a company or organization. They must consider price, quality, availability, and technical support when choosing suppliers and merchandise.

**Retail Salespersons**
Retail Salespersons’ primary task is to get customers interested in buying a product by describing and showing the merchandise to them. Some salespersons will make out sales checks, take cash and credit card payments, and give change and receipts. They may also assist with ordering merchandise, stocking shelves or racks, marking price tags, taking inventory and/or preparing displays.

**Sales Representatives, Except Technical**
Sales Representatives sell products for wholesalers or manufacturers to businesses or groups of individuals. They must possess extensive knowledge of the merchandise they are selling so that they can field questions from consumers and communicate the advantages of their products over those of the competition. In addition to selling products, representatives analyze sales statistics, prepare reports, and handle administrative duties.

**Telemarketers**
Telemarketers contact businesses or private individuals by telephone and deliver prepared sales talks to persuade potential customers to buy a product or make a donation. They must possess knowledge of their product or organization so that they can explain the merchandise or services and answer questions from the customer. Telemarketers regularly use computers to enter, access, or retrieve customer information.

**Wholesale and Retail Buyers, Except Farm Products**
Wholesale and Retail Buyers buy merchandise or commodities for resale to consumers. They analyze past buying trends, sales records, prices, and quality of merchandise to determine value and yield. Wholesale and Retail Buyers may also conduct meetings with sales personnel and introduce new products.

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Regional Job Outlook

Projected Job Outlook by Region

The table below displays 2008 employment estimates and 2018 projections for the five occupations associated with Marketing and Distribution. The increase in expected job openings for Retail Salespersons and Sales Representatives is very large, especially in Los Angeles County. New job openings for Purchasing Agents, Telemarketers, and Wholesale and Retail Buyers, however, are expected to be minimal to none over this time period. Still, there are expected to be some openings in these occupations due to replacement of workers who leave.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Purchasing Agents, Except Wholesale, Retail, and Farm Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>33,800</td>
<td>38,100</td>
<td>4,300 (12.7%)</td>
<td>430</td>
<td>900</td>
<td>1,330</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>2,300</td>
<td>2,570</td>
<td>270 (11.7%)</td>
<td>27</td>
<td>61</td>
<td>88</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>9,380</td>
<td>10,630</td>
<td>1,250 (13.3%)</td>
<td>125</td>
<td>247</td>
<td>372</td>
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<tr>
<td>Orange CO</td>
<td>4,090</td>
<td>4,670</td>
<td>580 (14.2%)</td>
<td>58</td>
<td>108</td>
<td>166</td>
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<tr>
<td>Retail Salespersons</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>499,400</td>
<td>559,100</td>
<td>59,700 (12.0%)</td>
<td>5,970</td>
<td>13,930</td>
<td>19,900</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>48,360</td>
<td>53,580</td>
<td>5,220 (10.8%)</td>
<td>522</td>
<td>1,349</td>
<td>1,871</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>125,130</td>
<td>136,410</td>
<td>11,280 (9.0%)</td>
<td>1,128</td>
<td>3,490</td>
<td>4,618</td>
</tr>
<tr>
<td>Orange CO</td>
<td>48,980</td>
<td>54,420</td>
<td>5,440 (11.1%)</td>
<td>544</td>
<td>1,366</td>
<td>1,910</td>
</tr>
<tr>
<td>Sales Representatives, Except Technical</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>142,200</td>
<td>157,100</td>
<td>14,900 (10.5%)</td>
<td>1,490</td>
<td>3,290</td>
<td>4,780</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>9,960</td>
<td>10,700</td>
<td>740 (7.4%)</td>
<td>74</td>
<td>232</td>
<td>306</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>45,930</td>
<td>50,360</td>
<td>4,430 (9.7%)</td>
<td>443</td>
<td>1,065</td>
<td>1,508</td>
</tr>
<tr>
<td>Orange CO</td>
<td>18,590</td>
<td>19,840</td>
<td>1,250 (6.7%)</td>
<td>125</td>
<td>431</td>
<td>556</td>
</tr>
<tr>
<td>Telemarketers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>25,700</td>
<td>21,900</td>
<td>-3,800 (-14.8%)</td>
<td>-380</td>
<td>1,030</td>
<td>650</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>1,760</td>
<td>1,600</td>
<td>-160 (-9.1%)</td>
<td>-16</td>
<td>60</td>
<td>44</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>7,530</td>
<td>6,390</td>
<td>-1,140 (-15.1%)</td>
<td>-114</td>
<td>303</td>
<td>189</td>
</tr>
<tr>
<td>Orange CO</td>
<td>3,250</td>
<td>2,770</td>
<td>-480 (-14.8%)</td>
<td>-48</td>
<td>130</td>
<td>82</td>
</tr>
<tr>
<td>Wholesale and Retail Buyers, Except Farm Products</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>18,300</td>
<td>18,400</td>
<td>100 (0.5%)</td>
<td>10</td>
<td>460</td>
<td>470</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>1,270</td>
<td>1,320</td>
<td>50 (3.9%)</td>
<td>5</td>
<td>32</td>
<td>37</td>
</tr>
</tbody>
</table>
Projected Job Growth by Region

The graphs below display the projected growth of Marketing and Distribution-related occupations from 2008 to 2018. Among these five occupations, job openings for Purchasing Agents, Retail Salespersons, and Sales Representatives are expected to increase the most. Wholesale and Retail Buyers, on the other hand, can expect little to no change and Telemarketers can expect a rapid decline in new job openings across all regions of interest.

Source: Labor Market Information Division, Employment Development Department, Occupation Profile, on the Internet at: http://www.labormarketinfo.edd.ca.gov/ (visited March 29, 2011).
Hourly Wages by Region

This table displays the first quarter 2010 hourly wage statistics of individuals employed in occupations associated with Marketing and Distribution. Median hourly wages are largely comparable across regions of interest. Discrepancies, however, exist in wages by occupation. Retail Salespersons and Telemarketers, for example, earn approximately half the amount made by Purchasing Agents, Sales Representatives, and Wholesale and Retail Buyers.

<table>
<thead>
<tr>
<th></th>
<th>Mean Hourly Rate</th>
<th>25th Percentile</th>
<th>Median Hourly Rate</th>
<th>75th Percentile</th>
</tr>
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<tbody>
<tr>
<td>Purchasing Agents, Except Wholesale, Retail, and Farm Products</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>$30.54</td>
<td>$22.45</td>
<td>$29.04</td>
<td>$37.40</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>$26.19</td>
<td>$20.04</td>
<td>$24.68</td>
<td>$31.03</td>
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<tr>
<td>Los Angeles CO</td>
<td>$30.56</td>
<td>$22.53</td>
<td>$29.50</td>
<td>$37.73</td>
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<tr>
<td>Orange CO</td>
<td>$29.77</td>
<td>$22.57</td>
<td>$28.36</td>
<td>$35.89</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>$12.48</td>
<td>$8.94</td>
<td>$10.21</td>
<td>$13.53</td>
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<tr>
<td>Inland Empire</td>
<td>$12.32</td>
<td>$8.88</td>
<td>$9.85</td>
<td>$13.00</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>$12.36</td>
<td>$8.91</td>
<td>$10.11</td>
<td>$13.61</td>
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<tr>
<td>Orange CO</td>
<td>$12.84</td>
<td>$8.93</td>
<td>$10.17</td>
<td>$13.72</td>
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<tr>
<td>Sales Representatives, Except Technical</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>$31.84</td>
<td>$19.05</td>
<td>$27.23</td>
<td>$38.35</td>
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<tr>
<td>Inland Empire</td>
<td>$30.30</td>
<td>$19.35</td>
<td>$27.12</td>
<td>$36.88</td>
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<tr>
<td>Los Angeles CO</td>
<td>$29.94</td>
<td>$17.58</td>
<td>$25.47</td>
<td>$36.23</td>
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<tr>
<td>Orange CO</td>
<td>$34.45</td>
<td>$20.32</td>
<td>$29.41</td>
<td>$42.59</td>
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<tr>
<td>Telemarketers</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>$13.84</td>
<td>$9.58</td>
<td>$12.73</td>
<td>$16.09</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>$13.58</td>
<td>$10.16</td>
<td>$12.34</td>
<td>$14.90</td>
</tr>
<tr>
<td>Los Angeles CO</td>
<td>$13.65</td>
<td>$9.44</td>
<td>$12.72</td>
<td>$15.45</td>
</tr>
<tr>
<td>Wholesale and Retail Buyers, Except Farm Products</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of California</td>
<td>$26.73</td>
<td>$18.54</td>
<td>$23.90</td>
<td>$31.66</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>$23.45</td>
<td>$17.62</td>
<td>$21.78</td>
<td>$27.10</td>
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<tr>
<td>Los Angeles CO</td>
<td>$25.17</td>
<td>$17.76</td>
<td>$22.96</td>
<td>$29.87</td>
</tr>
<tr>
<td>Orange CO</td>
<td>$26.78</td>
<td>$19.88</td>
<td>$24.57</td>
<td>$31.06</td>
</tr>
</tbody>
</table>

Source: Labor Market Information Division, Employment Development Department, Occupation Profile, on the Internet at: http://www.labormarketinfo.edd.ca.gov/ (visited March 29, 2011).
Largest and Fastest Growing Industry Employers

Largest Industry Employers of Marketing and Distribution-Related Occupations

The graphs below display the 2008 staffing patterns of the ten largest industries employing each of the five occupational groups associated with Marketing and Distribution across the state of California. Although there is some overlap, for the most part, occupations are associated with different industries of employment. For instance, the top industry employer of Purchasing Agents is Electronic Instrument Manufacturing, whereas the top employer of Retail Salespersons is Clothing Stores.

Change Over Time of the Largest Industry Employers of Marketing and Distribution-Related Occupations

The graphs below display projections of change over time from 2008-2018 of the largest industries employing Marketing and Distribution-related occupations in the state of California. The percentages of Purchasing Agents, Retail Salespersons, and Sales Representatives are expected to grow across many associated industries, yet the percentages of Telemarketers and Wholesale and Retail Buyers are expected to decline or stay the same in most associated industries.

## Other Industries with Growth in Marketing and Distribution-Related Occupations

Aside from the industries that were displayed in the graphs above, each of the Marketing and Distribution-related occupations is expected to grow in at least one additional industry. The table below displays these industries along with their projected numeric change and percent growth from 2008 to 2018.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment in California</th>
<th></th>
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<tr>
<td><strong>Purchasing Agents, Except Wholesale, Retail, and Farm Products</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Systems Design and Related Services</td>
<td>900</td>
<td>1,300</td>
<td>400</td>
<td>44.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Medical and Surgical</td>
<td>800</td>
<td>1,000</td>
<td>200</td>
<td>25.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising and Related Services</td>
<td>700</td>
<td>800</td>
<td>100</td>
<td>14.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical Equipment and Supplies Mfg</td>
<td>500</td>
<td>700</td>
<td>200</td>
<td>40.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential Building Construction</td>
<td>500</td>
<td>600</td>
<td>100</td>
<td>20.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colleges and Universities</td>
<td>500</td>
<td>700</td>
<td>200</td>
<td>40.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pharmaceutical &amp; Medicine Manufacturing</td>
<td>400</td>
<td>600</td>
<td>200</td>
<td>50.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>300</td>
<td>400</td>
<td>100</td>
<td>33.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management &amp; Technical Consulting Svc</td>
<td>300</td>
<td>500</td>
<td>200</td>
<td>66.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural and Structural Metals</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric Goods Merchant Wholesalers</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
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</tr>
<tr>
<td>Electronic Markets and Agents/Brokers</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
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<tr>
<td>Building Finishing Contractors</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
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<tr>
<td>Nonresidential Building Construction</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
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<td>Software Publishers</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
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<tr>
<td>Junior Colleges</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
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<td></td>
</tr>
<tr>
<td><strong>Retail Salespersons</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry, Luggage &amp; Leather Goods Stores</td>
<td>10,900</td>
<td>11,400</td>
<td>500</td>
<td>4.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>9,900</td>
<td>11,800</td>
<td>1,900</td>
<td>19.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto Parts, Accessories, and Tire Stores</td>
<td>6,700</td>
<td>7,000</td>
<td>300</td>
<td>4.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>5,800</td>
<td>7,000</td>
<td>1,200</td>
<td>20.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>4,200</td>
<td>4,400</td>
<td>200</td>
<td>4.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employment Services</td>
<td>3,800</td>
<td>4,700</td>
<td>900</td>
<td>23.7%</td>
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<td></td>
</tr>
<tr>
<td>Other Motor Vehicle Dealers</td>
<td>3,600</td>
<td>4,300</td>
<td>700</td>
<td>19.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>3,200</td>
<td>3,700</td>
<td>500</td>
<td>15.6%</td>
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<td></td>
</tr>
<tr>
<td>Other Amusement &amp; Recreation Industries</td>
<td>1,900</td>
<td>2,100</td>
<td>200</td>
<td>10.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Care Services</td>
<td>800</td>
<td>1,000</td>
<td>200</td>
<td>25.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>700</td>
<td>800</td>
<td>100</td>
<td>14.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civic and Social Organizations</td>
<td>600</td>
<td>700</td>
<td>100</td>
<td>16.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Markets and Agents/Brokers</td>
<td>400</td>
<td>500</td>
<td>100</td>
<td>25.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Misc Nondurable Goods Merchant Whsle</td>
<td>400</td>
<td>500</td>
<td>100</td>
<td>25.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Goods Merchant Wholesalers</td>
<td>300</td>
<td>400</td>
<td>100</td>
<td>33.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Government</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery Product Merchant Wholesalers</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>Current Year</td>
<td>Previous Year</td>
<td>Change</td>
<td>Percentage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------------</td>
<td>---------------</td>
<td>--------</td>
<td>------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lumber and Supply Merchant Wholesalers</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional and Similar Organizations</td>
<td>0</td>
<td>100</td>
<td>100</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sales Representatives, Except Technical**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Current Year</th>
<th>Previous Year</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverage &amp; Tobacco Product Manufacturing</td>
<td>2,400</td>
<td>2,900</td>
<td>500</td>
<td>20.8%</td>
</tr>
<tr>
<td>Chemical Merchant Wholesalers</td>
<td>2,000</td>
<td>2,100</td>
<td>100</td>
<td>5.0%</td>
</tr>
<tr>
<td>Building Finishing Contractors</td>
<td>1,200</td>
<td>1,300</td>
<td>100</td>
<td>8.3%</td>
</tr>
<tr>
<td>Employment Services</td>
<td>1,100</td>
<td>1,300</td>
<td>200</td>
<td>18.2%</td>
</tr>
<tr>
<td>Medical Equipment and Supplies Mfg</td>
<td>1,100</td>
<td>1,200</td>
<td>100</td>
<td>9.1%</td>
</tr>
<tr>
<td>Office Administrative Services</td>
<td>800</td>
<td>1,000</td>
<td>200</td>
<td>25.0%</td>
</tr>
<tr>
<td>Computer Systems Design and Rel Services</td>
<td>700</td>
<td>1,000</td>
<td>300</td>
<td>42.9%</td>
</tr>
<tr>
<td>Management &amp; Technical Consulting Svc</td>
<td>500</td>
<td>700</td>
<td>200</td>
<td>40.0%</td>
</tr>
<tr>
<td>Electronic Shopping &amp; Mail-Order Houses</td>
<td>500</td>
<td>700</td>
<td>200</td>
<td>40.0%</td>
</tr>
<tr>
<td>Household and Institutional Furniture</td>
<td>400</td>
<td>500</td>
<td>100</td>
<td>25.0%</td>
</tr>
<tr>
<td>Other Food Manufacturing</td>
<td>400</td>
<td>500</td>
<td>100</td>
<td>25.0%</td>
</tr>
<tr>
<td>Software Publishers</td>
<td>400</td>
<td>500</td>
<td>100</td>
<td>25.0%</td>
</tr>
<tr>
<td>Dairy Product Manufacturing</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
</tr>
<tr>
<td>Specialized Design Services</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Telemarketers**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Current Year</th>
<th>Previous Year</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Systems Design and Rel Services</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Wholesale and Retail Buyers, Except Farm Products**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Current Year</th>
<th>Previous Year</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Furnishings Merchant Whse</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

Regional Graduation Summary

Education and Training

Purchasing Agents, Except Wholesale, Retail, and Farm Products

Educational requirements vary according to the size and business needs of the organization. Larger companies typically prefer to hire candidates with a bachelor’s degree. Purchasing Agents must be computer literate and know how to use word processing and spreadsheet software. Employees in this occupation usually receive one to two years of on-the-job training. A successful Purchasing Agent will possess strong speaking, active listening, critical thinking, and judgment and decision making skills.

Retail Salespersons

Most entry-level sales jobs do not require specific training; a high-school education will be sufficient. However, for promotions into manager positions, a college education is important. Employees in this occupation usually receive a few months to a year of on-the-job training. A successful Retail Salesperson will possess strong active listening, mathematics, speaking, social perceptiveness, and critical thinking skills.

Sales Representatives, Except Technical

The education required for sales jobs varies by product line and market. Many employers will hire individuals lacking a college degree if they have previous sales experience, but increasingly a bachelor’s degree is preferred or required. Some employers, on the other hand, hire individuals with no experience and provide on-the-job training. A successful Sales Representative, Except Technical, will possess skills in active listening, speaking, time management, reading comprehension, and persuasion.

Telemarketers

Telemarketing occupations normally require a high school diploma. Others may also require some vocational training or job-related course work. In some cases, employers will require an associate’s or bachelor’s degree. Employees in this occupation usually receive a few months to a year of on-the-job training. A successful Telemarketer will possess skills in active listening, speaking, persuasion, reading comprehension, and time management.

Wholesale and Retail Buyers, Except Farm Products

Employers typically prefer to hire applicants who are familiar with their merchandise and retailing practices. Most of these occupations require training in vocational schools, related on-the-job experience, or an associate’s degree. Some may require a bachelor’s degree. A successful Wholesale and Retail Buyer, Except Farm Products will possess skills in active listening, speaking, reading comprehension, critical thinking, and time management.

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3 Employment Development Department. Labor Market Information Division, California Occupational Guides.
Regional Completers in Sales, Distribution, and Marketing Operations, General Programs

The table below displays the number of program completers in the 2009-10 academic year at regional institutions offering an associate's degree or certificate in Sales, Distribution, and Marketing Operations, General (the CIP title associated with Marketing and Distribution).

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Award Level</th>
<th>&lt; 1 year Certificate</th>
<th>1 to &lt; 2 year Certificate</th>
<th>Associate's Degree</th>
<th>2 to &lt; 4 year Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chaffey College</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antelope Valley College</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citrus College</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College of the Canyons</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cypress College</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Los Angeles College</td>
<td>--</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Camino College – Compton Center</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Camino Community College District</td>
<td>9</td>
<td>1</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fullerton College</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glendale Community College</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golden West College</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Beach City College</td>
<td>0</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles City College</td>
<td>--</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Harbor College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Mission College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Pierce College</td>
<td>--</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Trade Technical College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Valley College</td>
<td>--</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mt. San Antonio College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Norco College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange Coast College</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pasadena City College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Riverside Community College</td>
<td>--</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saddleback College</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Ana College</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Monica College</td>
<td>--</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santiago Canyon College</td>
<td>1</td>
<td>--</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Los Angeles College</td>
<td>--</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26</strong></td>
<td><strong>16</strong></td>
<td><strong>57</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: "--" indicates that this type of degree is not offered. "0" indicates that this degree is offered but no degrees or certificates were granted.

Chaffey College’s Performance on Core Indicators

The Perkins IV Career and Technical Education Improvement Act of 2006 mandates that all state and local postsecondary institutions provide data on six core performance indicators for their career and technical education programs. These indicators are: 1) Technical Skill Attainment; 2) Completions; 3) Persistence and Transfer; 4) Employment; 5) Nontraditional Participation; and 6) Nontraditional Completion. Performance goals are set at the state and local levels and progress is monitored based on a comparison between the actual percentage of students who master each performance area and the negotiated levels of performance.

2009-2010 Chaffey College Performance on Core Indicators

The table below displays negotiated and actual core performance indicator levels for all Chaffey College students classified under the Marketing and Distribution TOP code. Chaffey students achieved below district and state negotiated levels on both core indicators where sufficient numbers were reported.

<table>
<thead>
<tr>
<th>Core Performance Indicators</th>
<th>Negotiated Level</th>
<th>Chaffey College Performance</th>
<th>Percent Above or Below District Negotiated Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>State</td>
<td>District</td>
<td></td>
</tr>
<tr>
<td>Core 1 – Technical Skill Attainment</td>
<td>88.81%</td>
<td>90.54%</td>
<td>72.22%</td>
</tr>
<tr>
<td>Core 2 – Completions- Credential, Certificate, Degree, or Transfer Ready</td>
<td>82.05%</td>
<td>82.05%</td>
<td>42.86%</td>
</tr>
<tr>
<td>Core 3 – Persistence and Transfer</td>
<td>85.96%</td>
<td>85.96%</td>
<td>77.78%</td>
</tr>
<tr>
<td>Core 4 – Employment</td>
<td>82.21%</td>
<td>82.21%</td>
<td>DR</td>
</tr>
<tr>
<td>Core 5a – Non-traditional Participation</td>
<td>20.37%</td>
<td>20.37%</td>
<td>N/R</td>
</tr>
<tr>
<td>Core 5b – Non-traditional Completions</td>
<td>22.10%</td>
<td>22.42%</td>
<td>N/R</td>
</tr>
</tbody>
</table>

Source: CA Community Colleges Reporting Services, *Marketing and Distribution, College Core Indicator Information by 6-Digit TOP (2011-2012 Fiscal Year Planning)*.

Note: The DR notation indicates privacy requirements - EDD requires that counts less than six not be displayed. N/A (Not Applicable) indicates denominators less than 10. N/R (Not Reported) indicates that no participants were reported.
Map of Competitor Institutions

This map illustrates the location of the Chaffey College campuses as well as each of the regional institutions offering programs in Sales, Distribution, and Marketing Operations, General. Due to the scope and variety of job options available to Marketing program completers, potential employers were not included in this mapping.