

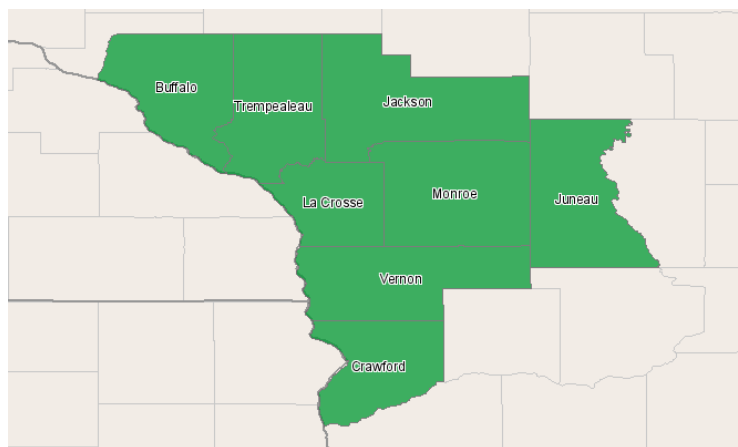
Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Marketing Occupation Report April 27, 2012

Western Technical College District



Region Info

Name: Western Technical College District

Description: Western district counties

County Areas: Buffalo, Wisconsin (55011), Crawford, Wisconsin (55023), Jackson, Wisconsin (55053), Juneau, Wisconsin (55057), La Crosse, Wisconsin (55063), Monroe, Wisconsin (55081), Trempealeau, Wisconsin (55121), Vernon, Wisconsin (55123)

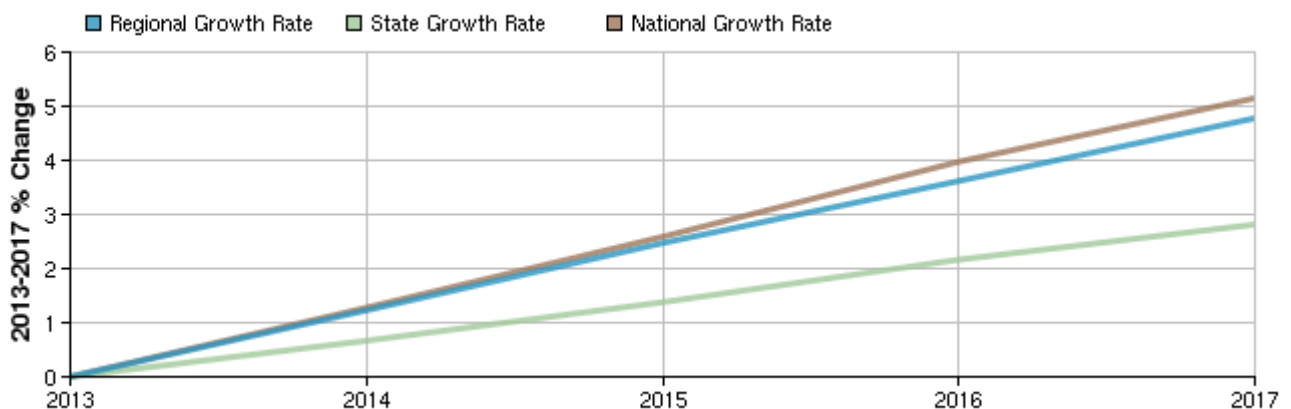
Selected Occupations

Occupation	Education Level
Wholesale and retail buyers, except farm products (SOC 13-1022)	Long-term on-the-job training
Fashion designers (SOC 27-1022)	Associate's degree
Merchandise displayers and window trimmers (SOC 27-1026)	Moderate-term on-the-job training
Public relations specialists (SOC 27-3031)	Bachelor's degree
Sales representatives, services, all other (SOC 41-3099)	Work experience in a related field
Sales representatives, wholesale and manufacturing, technical and scientific products (SOC 41-4011)	Work experience in a related field
Sales representatives, wholesale and manufacturing, except technical and scientific products (SOC 41-4012)	Work experience in a related field
Demonstrators and product promoters (SOC 41-9011)	Moderate-term on-the-job training
Sales and related workers, all other (SOC 41-9099)	Moderate-term on-the-job training
Customer service representatives (SOC 43-4051)	Moderate-term on-the-job training

Executive Summary

Basic Information	
2013 Occupational Jobs	5,616
2017 Occupational Jobs	5,885
Total Change	269
Total % Change	4.79%
Openings	881
2011 Median Hourly Earnings	\$16.94

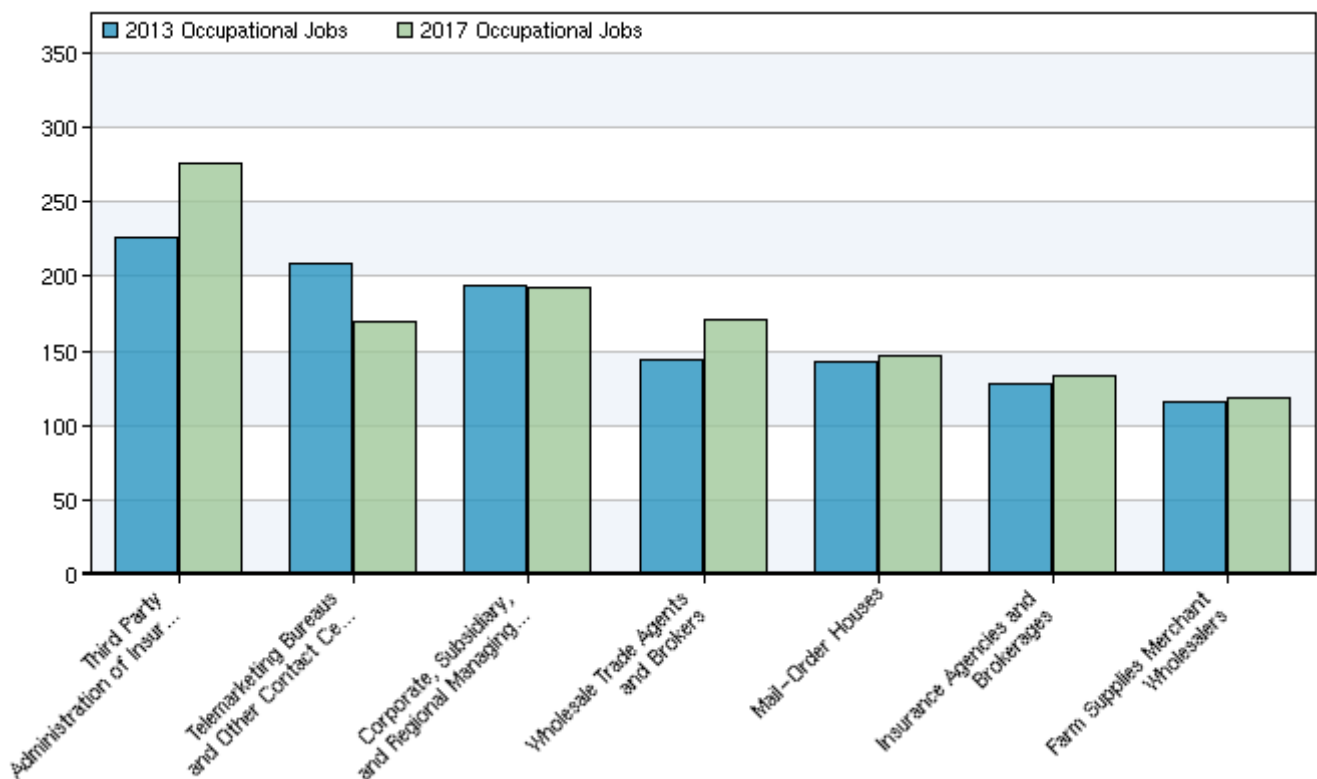
Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	5,616	5,885	269	5%	881	\$16.94
State Total	124,526	128,030	3,504	3%	17,725	\$19.64
National Total	5,997,220	6,306,003	308,783	5%	954,230	\$19.66

Source: EMSI Complete Employment - 2011.4

Top Industries for Selected Occupations

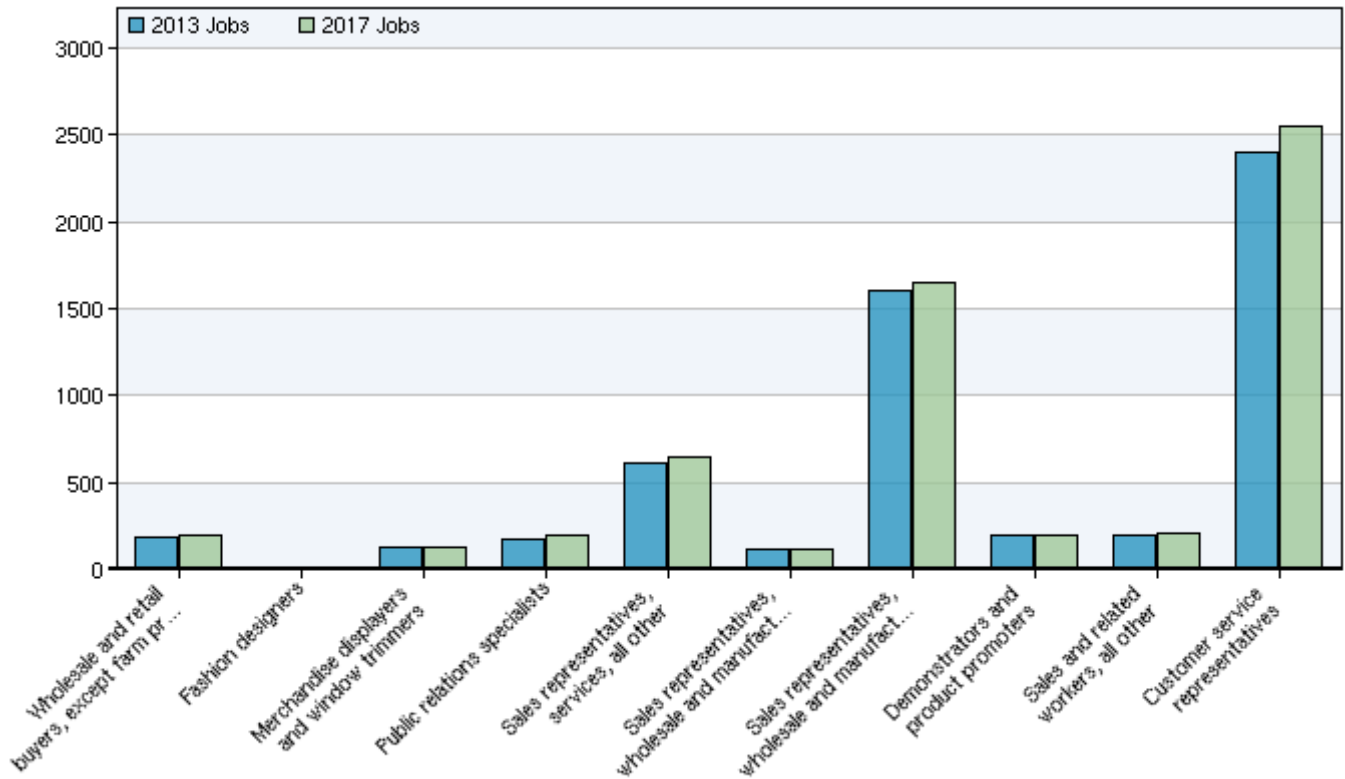


NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
524292	Third Party Administration of Insurance and Pension Funds	226	276	50	22%
561422	Telemarketing Bureaus and Other Contact Centers	209	170	-39	-19%
551114	Corporate, Subsidiary, and Regional Managing Offices	193	193	0	0%
425120	Wholesale Trade Agents and Brokers	144	171	27	19%
454113	Mail-Order Houses	142	147	5	4%
524210	Insurance Agencies and Brokerages	127	133	6	5%

NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
424910	Farm Supplies Merchant Wholesalers	116	119	3	3%

Source: EMSI Complete Employment - 2011.4

Occupational Breakdown



SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2011 Median Hourly Earnings
13-1022	Wholesale and retail buyers, except farm products	189	191	23	\$18.34
27-1022	Fashion designers	12	13	2	\$10.43
27-1026	Merchandise displayers and window trimmers	122	127	19	\$8.38
27-3031	Public relations specialists	178	191	30	\$17.09
41-3099	Sales representatives, services, all other	607	641	91	\$18.17
41-4011	Sales representatives, wholesale and manufacturing, technical and scientific products	114	120	17	\$23.41
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	1,605	1,656	208	\$23.05
41-9011	Demonstrators and product promoters	192	197	28	\$7.45
41-9099	Sales and related workers, all other	194	204	27	\$11.39

SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2011 Median Hourly Earnings
43-4051	Customer service representatives	2,403	2,545	435	\$13.71
	Total	5,616	5,885	881	\$16.94

Source: EMSI Complete Employment - 2011.4

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information.