

Western Technical College

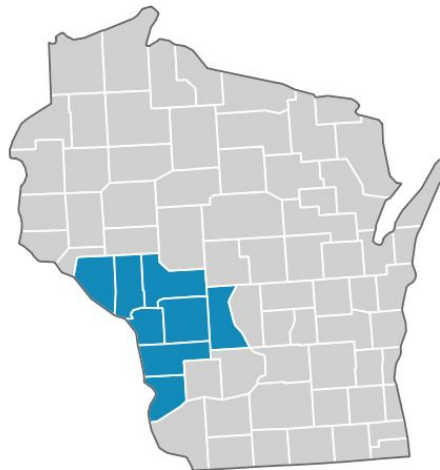


400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Marketing Program Occupation Report

June 2014

Western Technical College District



Report Info

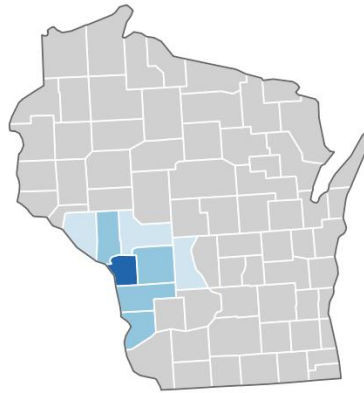
Dataset Version	2014.2 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2015 - 2019
Region Name	Western Technical College District
Region Description	Western district counties
Counties	

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

Occupation Group

Advertising and Promotions Managers (11-2011)
Marketing Managers (11-2021)
Sales Managers (11-2022)
Wholesale and Retail Buyers, Except Farm Products (13-1022)
Fundraisers (13-1131)
Market Research Analysts and Marketing Specialists (13-1161)
Survey Researchers (19-3022)
Fashion Designers (27-1022)
Merchandise Displayers and Window Trimmers (27-1026)
Public Relations Specialists (27-3031)
First-Line Supervisors of Retail Sales Workers (41-1011)
First-Line Supervisors of Non-Retail Sales Workers (41-1012)
Advertising Sales Agents (41-3011)
Sales Representatives, Services, All Other (41-3099)
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)
Demonstrators and Product Promoters (41-9011)
Customer Service Representatives (43-4051)

Job Distribution



Overview

Annual Openings Estimate (2014)	303
Related Completions (2012)	457
Current Job Postings	N/A for Multiple Codes

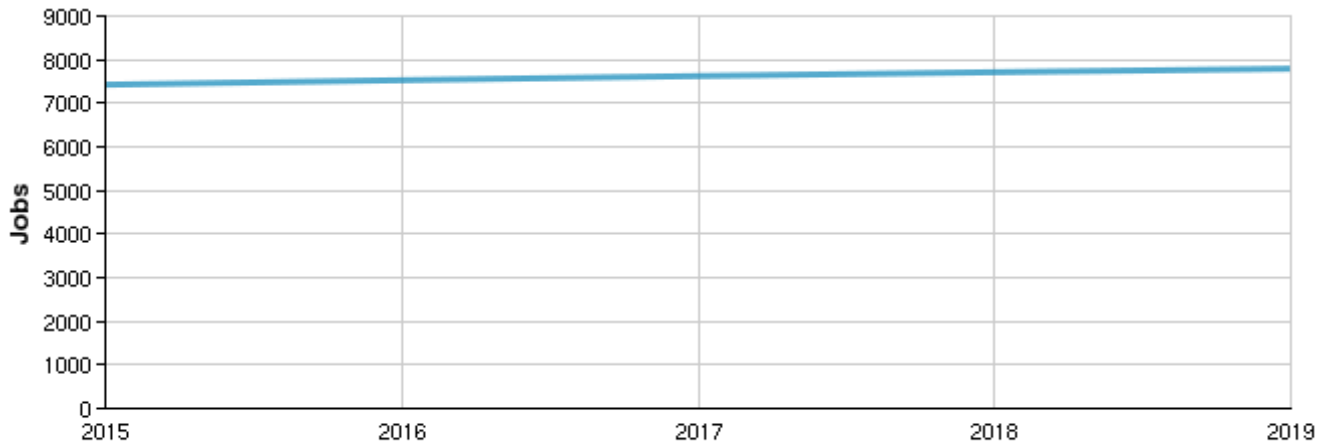
Gender		
Male	52%	<div style="width: 52%;"></div>
Female	48%	<div style="width: 48%;"></div>

Age		
14-18	1%	<div style="width: 1%;"></div>
19-24	10%	<div style="width: 10%;"></div>
25-44	43%	<div style="width: 43%;"></div>
45-64	43%	<div style="width: 43%;"></div>
65+	4%	<div style="width: 4%;"></div>

7,313 Jobs (2014) National Location Quotient: 0.80	4.9% % Change (2015-2019) Nation: 4.3%	\$17.62/hr Median Earnings Nation: \$23.11/hr
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Western Technical College District | Growth

7,425 2015 Jobs	7,792 2019 Jobs	367 Change (2015-2019)	4.9% % Change (2015-2019)
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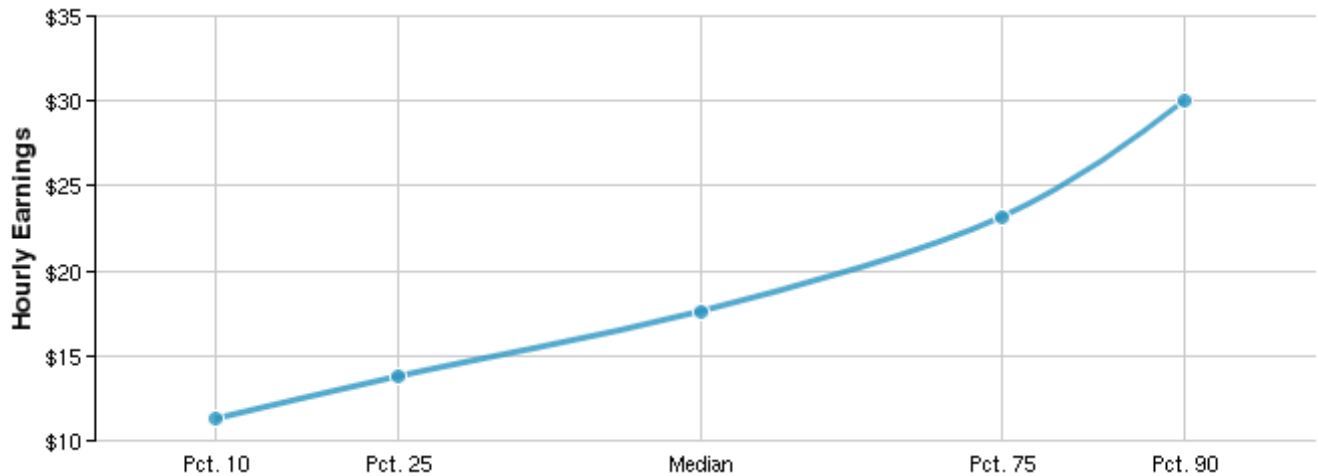


Occupation	2015 Jobs	2019 Jobs	Change	% Change
Customer Service Representatives (43-4051)	2,394	2,530	136	6%
Fundraisers (13-1131)	54	59	5	9%
Market Research Analysts and Marketing Specialists (13-1161)	304	330	26	9%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	112	123	11	10%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	1,322	1,388	66	5%
Advertising Sales Agents (41-3011)	117	104	-13	-11%
Marketing Managers	83	89	6	7%

Occupation	2015 Jobs	2019 Jobs	Change	% Change
(11-2021)				
Sales Managers (11-2022)	276	287	11	4%
Sales Representatives, Services, All Other (41-3099)	629	665	36	6%
First-Line Supervisors of Retail Sales Workers (41-1011)	1,506	1,565	59	4%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	239	248	9	4%
Fashion Designers (27-1022)	12	11	-1	-8%
Wholesale and Retail Buyers, Except Farm Products (13-1022)	119	123	4	3%
Merchandise Displayers and Window Trimmers (27-1026)	39	42	3	8%
Survey Researchers (19-3022)	4	5	1	25%
Public Relations Specialists (27-3031)	123	128	5	4%
Demonstrators and Product Promoters (41-9011)	78	79	1	1%
Advertising and Promotions Managers (11-2011)	15	15	0	0%

Western Technical College District | Percentile Earnings

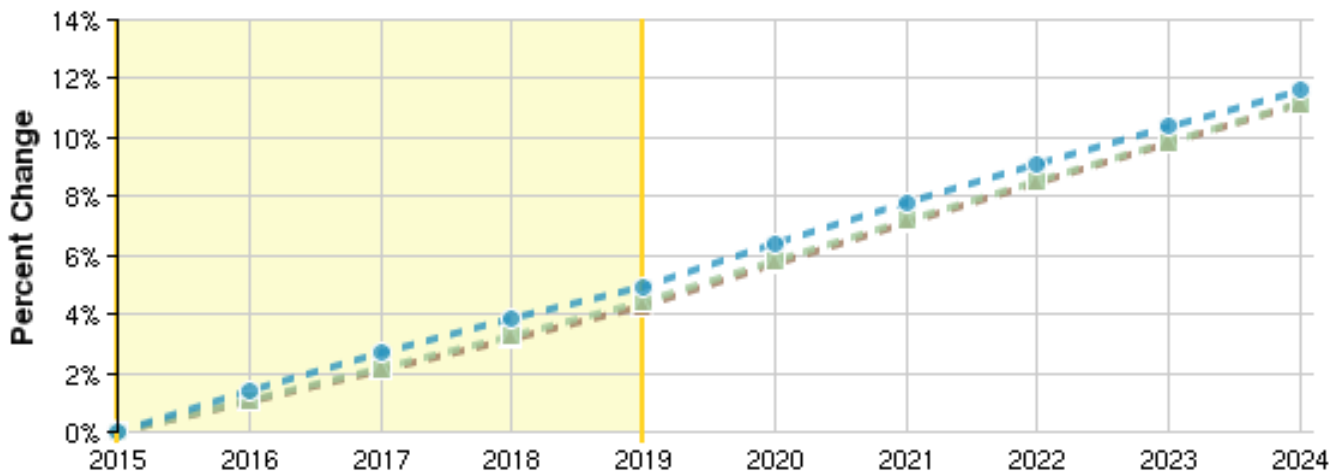
\$11.31/hr 10th Percentile Earnings	\$17.62/hr Median Earnings	\$30.02/hr 90th Percentile Earnings
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Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Customer Service Representatives (43-4051)	\$9.15	\$13.59	\$20.35
Fundraisers (13-1131)	\$12.34	\$19.92	\$33.75
Market Research Analysts and Marketing Specialists (13-1161)	\$13.67	\$20.84	\$33.24
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$22.81	\$35.01	\$55.68
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$13.48	\$22.81	\$44.68
Advertising Sales Agents (41-3011)	\$11.54	\$19.85	\$34.04
Marketing Managers (11-2021)	\$20.49	\$38.69	\$66.92
Sales Managers (11-2022)	\$21.18	\$36.96	\$70.76
Sales Representatives, Services, All Other (41-3099)	\$10.17	\$16.37	\$32.64
First-Line Supervisors of Retail Sales Workers (41-1011)	\$9.44	\$13.58	\$21.01

Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$11.34	\$15.52	\$24.48
Fashion Designers (27-1022)	\$20.50	\$24.30	\$35.44
Wholesale and Retail Buyers, Except Farm Products (13-1022)	\$9.45	\$14.16	\$25.72
Merchandise Displayers and Window Trimmers (27-1026)	\$8.57	\$10.31	\$13.74
Survey Researchers (19-3022)	\$14.34	\$21.48	\$31.07
Public Relations Specialists (27-3031)	\$14.65	\$23.36	\$33.11
Demonstrators and Product Promoters (41-9011)	\$14.77	\$17.16	\$24.24
Advertising and Promotions Managers (11-2011)	\$10.48	\$19.63	\$35.50

Regional Trends



Region	2015 Jobs	2019 Jobs	% Change
● Western Technical College District	7,425	7,792	4.9%
● State	180,254	188,228	4.4%
● Nation	9,001,594	9,386,855	4.3%

Educational programs

10 Programs (2012)	457 Completions (2012)
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Program	2008	2009	2010	2011	2012
Business Administration and Management, General (52.0201)	132	160	210	250	228
Marketing/Marketing Management, General (52.1401)	154	167	177	145	111
Speech Communication and Rhetoric (09.0101)	99	108	92	85	78
Economics, General (45.0601)	23	33	42	36	40
Fashion Merchandising (52.1902)	0	0	0	0	0

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2014)	% of Occupation Group in Industry (2014)	% of Total Jobs in Industry (2014)
Telemarketing Bureaus and Other Contact Centers (561422)	510	7.0%	51.3%
Corporate, Subsidiary, and Regional Managing Offices (551114)	253	3.5%	12.2%
Warehouse Clubs and Supercenters (452910)	234	3.2%	12.3%
Supermarkets and Other Grocery (except Convenience) Stores (445110)	201	2.8%	8.9%
Gasoline Stations with Convenience Stores (447110)	183	2.5%	9.1%

Data Sources and Calculations

State Data Sources

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

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.