

Digital Marketing Occupation Overview

Emsi Q1 2018 Data Set

March 2018

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

Code	Description
11-2011	Advertising and Promotions Managers
13-1161	Market Research Analysts and Marketing Specialists
27-3031	Public Relations Specialists
27-3099	Media and Communication Workers, All Other
41-3011	Advertising Sales Agents

Regions

Code	Description
55011	Buffalo County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

Timeframe

2019 - 2023

Datarun

2018.1 – QCEW Employees, Non-QCEW Employees, and Self-Employed

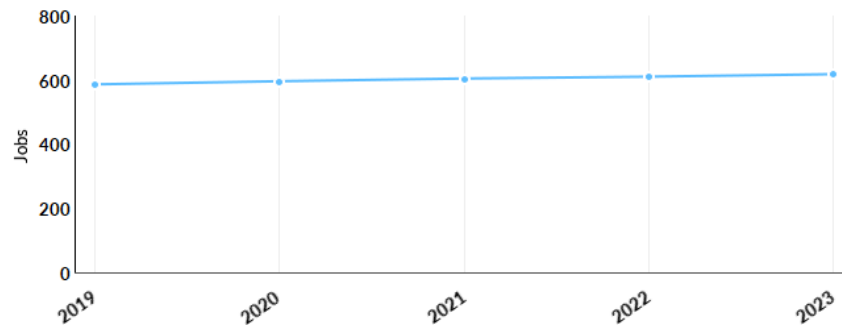
BUS 101048 DGMK in Western District

Occupation Summary for BUS 101048 DGMK

586 Jobs (2019) 44% below National average	5.3% % Change (2019-2023) Nation: 5.5%	\$21.34/hr Median Hourly Earnings Nation: \$28.67/hr
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Growth

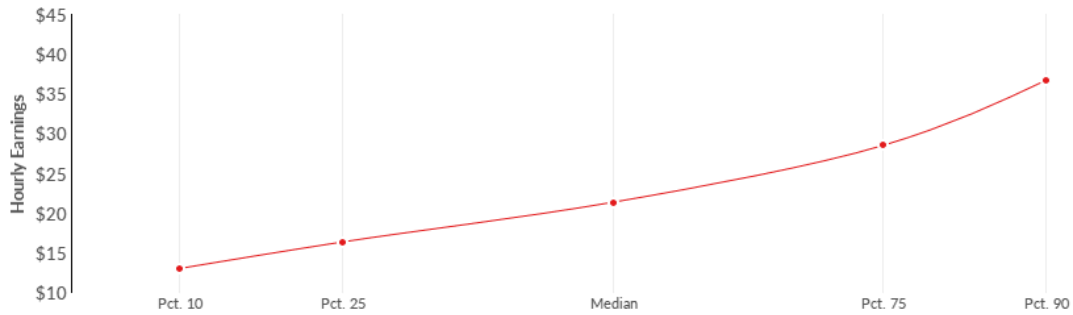
586 2019 Jobs	617 2023 Jobs	31 Change (2019-2023)	5.3% % Change (2019-2023)
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Occupation	2019 Jobs	2023 Jobs	Change	% Change
Advertising and Promotions Managers (11-2011)	9	9	0	0%
Market Research Analysts and Marketing Specialists (13-1161)	350	376	26	7%
Public Relations Specialists (27-3031)	133	138	5	4%
Media and Communication Workers, All Other (27-3099)	12	12	0	0%
Advertising Sales Agents (41-3011)	83	83	0	0%

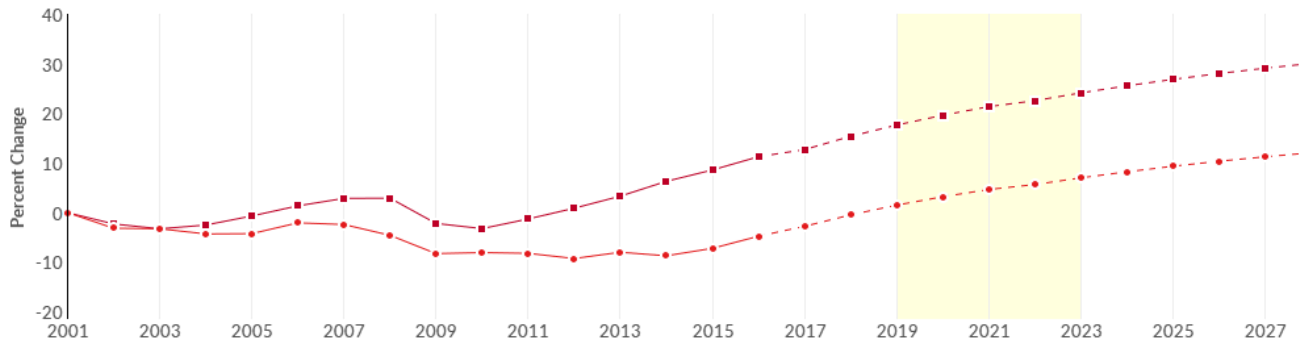
Percentile Earnings

\$16.34/hr 25th Percentile Earnings	\$21.34/hr Median Earnings	\$28.51/hr 75th Percentile Earnings
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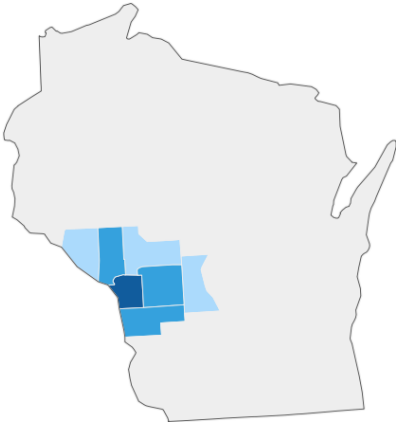
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Advertising and Promotions Managers (11-2011)	\$33.71	\$41.85	\$41.86
Market Research Analysts and Marketing Specialists (13-1161)	\$16.07	\$21.38	\$29.20
Public Relations Specialists (27-3031)	\$17.70	\$21.70	\$27.32
Media and Communication Workers, All Other (27-3099)	\$15.07	\$18.94	\$24.12
Advertising Sales Agents (41-3011)	\$14.85	\$19.90	\$26.90

Regional Trends



	Region	2019 Jobs	2023 Jobs	Change	% Change
●	Region	586	617	31	5.3%
●	Nation	1,127,063	1,189,248	62,185	5.5%

Regional Breakdown



County	2023 Jobs
La Crosse County, WI	332
Monroe County, WI	77
Vernon County, WI	72
Trempealeau County, WI	52
Juneau County, WI	46

Occupation Gender Breakdown



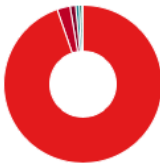
	Gender	2017 Jobs	2017 Percent
●	Males	235	41.9% 
●	Females	326	58.1% 

Occupation Age Breakdown



	Age	2017 Jobs	2017 Percent
•	14-18	3	0.5%
•	19-24	51	9.1% █
•	25-34	154	27.5% █
•	35-44	128	22.8% █
•	45-54	115	20.5% █
•	55-64	85	15.1% █
•	65+	26	4.6% █

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2017 Jobs	2017 Percent
●	White	531	94.7%
●	Asian	15	2.7%
●	Hispanic or Latino	6	1.1%
●	Black or African American	4	0.7%
●	Two or More Races	3	0.6%
●	American Indian or Alaska Native	1	0.2%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

4 Programs (2016)	237 Completions (2016)	68 Openings (2016)
CIP Code	Program	Completions (2016)
52.1401	Marketing/Marketing Management, General	134
09.0101	Speech Communication and Rhetoric	101
09.0901	Organizational Communication, General	2
10.0105	Communications Technology/Technician	0

Industries Employing BUS 101048 DGMK

Industry	Occupation Group Jobs in Industry (2017)	% of Occupation Group in Industry (2017)	% of Total Jobs in Industry (2017)
Corporate, Subsidiary, and Regional Managing Offices	65	11.6%	2.8%
Radio Stations	37	6.6%	21.5%
Newspaper Publishers	26	4.6%	9.7%
Local Government, Excluding Education and Hospitals	18	3.3%	0.2%
Religious Organizations	17	3.0%	1.1%

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

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.

State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections; Iowa Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information