

Occupation Title: Marketing Managers

Industry Sector: Finance and Business

EMSI Data As Of: September 2016

Standard Occupational Classification Code: 11-2021

2015-2020 JOB OPENINGS AREA DISTRIBUTION

Area	# of Jobs 2015	# of Jobs 2020	% Change 2015-20	Replacements 2015-20	Job Openings 2015-20
Los Angeles County	6,893	7,144	4%	839	1,090
Orange County	3,494	3,669	5%	430	605
Long Beach	241	241	0%	35	35

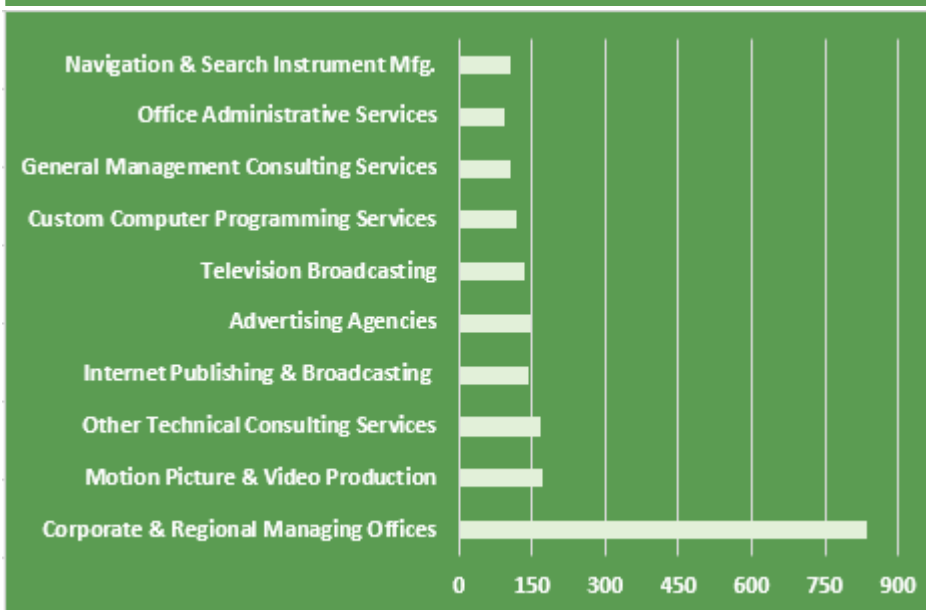
% Change represents employment growth projected in the next five years (new jobs created).
Replacements are the number of jobs that are projected to be open due to retirements and turnover.
Job Openings represent all job openings, whether the jobs are new or due to retirements /turnover.

EMPLOYMENT WAGE INFORMATION- LA COUNTY

	Rate type	Entry level	Median	Experienced
2015 Employment Wage Statistics	Annual Wage or Salary	\$98,779.20	\$138,049.60	\$174,865.60
	Hourly Wage	\$47.49	\$66.37	\$84.07

Earnings exclude benefits. Median earnings represent the wage at which half of the workers in the occupation earned more than that amount

TOP 10 INDUSTRIES EMPLOYING THIS OCCUPATION



REAL-TIME EMPLOYERS WITH JOB OPENINGS- LA COUNTY

Employer	Title(s)
Oracle Corporation	Marketing Director
NBC Universal, Inc.	Marketing Manager
The Walt Disney Company	Product Manager
Children's Hospital of Orange County	Business Development Manager
Best Version Media	Marketing Executive, Marketing Manager
Turner Broadcasting System, Inc.	Marketing Manager, Product Manager
AT&T Inc.	Marketing Manager, Product Manager
Accenture Ltd	Marketing Manager, Strategy Manager
Time Warner Inc.	Marketing Manager, Product Manager

Marketing Managers: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Sample of Reported Job Titles: Account Supervisor, Business Development Director, Business Development Manager, Commercial Lines Manager, Commercial Marketing Specialist, Market Development Manager, Marketing Coordinator, Marketing Director, Marketing Manager, Vice President of Marketing.