

Companion Document to the:   
**Labor Market Information (LMI) Instructions & Guidance**

Delaware Department of Education

**Appendix: Labor Market Information (LMI) Review**

Delaware CTE Program of Study Application

**Table 1: LEA Information***(see instructions on page 2, LMI Instructions & Guidance Document)*

|  |  |
| --- | --- |
| Career Cluster: | Marketing |
| Career Pathway: | Marketing Management |
| CTE Program of Study: | *Marketing Today!* |
| High School and LEA Name: |  |
| County: |  |

**Table 2: Labor Market Information (LMI) Benchmarks by Geographic Region***(see instructions on page 2, LMI Instructions & Guidance Document)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Region** | **Employment** **2017** | **Employment Change 2016-26** | **Employment Growth 2016-26** | **Avg. Wage** **2017** |
| United States | 142,549,250 | 11,518,500 | 7.4% | $50,620 |
| Delaware | 442,690 | 28,680 | 6.1% | $52.200 |
| District of Columbia | 708,220 | 60,280 | 7.6% | $85,720 |
| Maryland | 2,664,330 | 211,290 | 7.7% | $57,270 |
| New Jersey | 4,007,470 | 352,730 | 8.2% | $56,970 |
| Pennsylvania | 5,781,610 | 342,030 | 5.5% | $48,760 |
| Virginia | 3,789,910 | 417,700 | 10.2% | $53,980 |

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| **Table 3: LMI by Career Cluster & Pathway** *(see instructions on page 4, LMI Instructions & Guidance Document)* | | | | | | **2016-2026** | | | |
| **Cluster Code** | **Cluster/Pathway Title** | **Middle Skill** | **High Skill** | **High Wage** | **High Demand** | **Employment 2017** | **Employment Change 2016-2026** | **Employment Growth 2016-2026** | **Average Wage 2017** |
| ***14*** | **Marketing** | **•** | **•** |  | **•** | **51,580** | **603** | **1.1%** | **$42,679** |
|  | Rank Select Career Cluster by the Following Categories -> | | | | | (3 of 16) | (11 of 16) | (13 of 16) | *(13 of 16)* |
| *14.01* | Marketing Management |  | • | • | • | 2,250 | 336 | 12.0% | $149,239 |
|  | Rank Select Career Pathway by the Following Categories -> | | | | | (2 of 5) | (3 of 5) | (2 of 5) | (1 of 5) |
|  | Marketing Management Pathway Mid-Atlantic States |  |  |  |  | 93,840 | 8,220 | 7.9% | $143,305 |
|  | Marketing Management Pathway United States |  |  |  |  | 872,500 | 92,900 | 9.1% | $124,468 |
| *14.04* | Marketing Communications |  | • | • | • | 630 | 81 | 10.7% | $61,149 |
|  | Rank Select Career Pathway by the Following Categories -> | | | | | (4 of 5) | (3 of 5) | (3 of 5) | (3 of 6) |
|  | Marketing Communications Pathway Mid-Atlantic States |  |  |  |  | 41,300 | 4,090 | 9.2% | $82,842 |
|  | Marketing Communications Pathway United States |  |  |  |  | 233,730 | 23,000 | 8.9% | $67,990 |
|  | Rank Select Career Pathway by the Following Categories -> | | | | | (4 of 5) | (3 of 5) | (3 of 5) | (3 of 6) |
| *14.02* | *Professional Sales* |  |  |  |  | 46,160 | -272 | -0.6% | $35,250 |
| *14.03* | *Merchandising* |  |  |  |  | 450 | -24 | -3.8% | $29,328 |
| *14.05* | *Marketing Research* |  |  |  |  | 1,820 | 482 | 23.2% | $80,467 |

**Table 3: LMI by Career Cluster & Pathway (Questions/Analysis)**

*(see instructions on page 5, LMI Instructions & Guidance Document)*

1. How does the employment, the employment change, the employment growth rate, and the average wage for the identified career cluster compare to LMI for other clusters in the State of Delaware? Is the career cluster rated as high wage and high demand?

**The Marketing Career Cluster ranks in the top three (3) for employment and eleventh (11th ) for employment change when compared to other clusters and is ranked 13th for employment growth and average wage. The career cluster rating is high skill and high demand.**

1. How does the employment, the employment change, the employment growth rate, and the average wage for the identified career pathway compare to LMI at the cluster level? How does the identified pathway level LMI in Delaware compare to the pathway level LMI in the Mid-Atlantic and/or the United States? How does the identified pathway level LMI in Delaware compare to the other pathway level LMI in Delaware?

**The average wage for the marketing management pathway is significantly higher than the other pathways, the average wage in Delaware, and the average wage for the cluster in both the mid-Atlantic region and the United States. The employment growth rate is higher than the Delaware, regional, and United State growth rate.**

**The average wage for the marketing communications pathway is average when compared to other pathways but is lower than the average wage in Delaware. The average wage in this pathway is lower than marketing communications pathways in the mid-Atlantic region and the United States.**

**Most related pathways are showing decreasing employee growth except for Marketing Research which is showing a significant increase. Related pathways are High Skill and High Demand. Marketing Research is also High Wage.**

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| **Table 4: LMI by Standard Occupation Code (SOC)**  *(see instructions on page 6, LMI Instructions & Guidance Document)* | | | | | | **2014-2024** | | | |
| **SOC Code** | **Occupation Title** | **Middle Skill** | **High Skill** | **High Wage** | **High Demand** | **Employment 2016** | **Employment Change 2014-2024** | **Employment Growth 2014-2024** | **Average Wage 2016** |
| 13-1161 | Market Research Analysts and Marketing Specialists |  | x | x | x | 1,953 | 345 | 17.8% | $79,280 |
| 11-2021 | Marketing Managers |  | x | x | x | 2,092 | 102 | 4.0% | $173,850 |
| 27-3031 | Public Relations Specialists |  | x | x | x | 601 | 62 | 8.4% | $61,220 |
| 41-3099 | Sales Representatives, Services, All Other | x |  | x | x | 2,745 | 298 | 12.1% | $65,672 |
| 11-2022 | Sales Managers |  | x | x |  | 860 | 70 | 9.0% | $178,450 |
|  |  |  |  |  |  |  |  |  |  |

**Table 4: LMI by Standard Occupation Code (SOC) (Questions/Analysis)**

*(see instructions on page 7, LMI Instructions & Guidance Document)*

1. How closely related to the program of study are the identified occupations (SOCs)?

**Based on the research conducted and information provided in table 4, there are only two occupations related to the Marketing Pathway Program of Study. Those two occupation titles are: Market Research Analysts and Marketing Specialists & Marketing Managers. The three other remaining occupation titles – some of which are contained as sub-occupations from the Marketing Manager occupation title - are identified in Table 4 because they represent occupations that come from programs of study that closely align to the Marketing Pathway training/instruction such as Business Mgmt. & Administration. Plus, as you look at the supply and demand indicators specifically found in the State of Delaware, these occupations are expected to grow at or above the average growth rate as compared to similar occupations throughout the country.**

1. Are there adequate state-level projected job openings or employment growth projections at the occupation level to justify starting a new program of study? Do the occupations related to the program of study rank as high skill, high wage and/or high demand?

**The number of job openings projected for the pathway as well as the related SOCs will support a marketing program of study. The pathways are rated as high skill, high wage and high demand.**

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| --- | --- | --- | --- | --- |
| **Table 5: LMI Supply Indicators by Secondary & Post-Secondary Levels**  *(see instructions on page 8, LMI Instructions & Guidance Document)* | | | **Program Completion/Enrollment** | |
| **Program Code (CIP)** | **Program (CIP) Title** | **School** | **2013-14** | **2014-15** |
| **Total Secondary Programs of Study** | | |  |  |
| 52.1401 | Marketing/Marketing Management, General | N/A |  |  |
| *(CIP #)* | Title of Program 2 | Name of School/LEA |  |  |
| **Total Post-Secondary Programs of Study** | | |  |  |
| 52.1401 | Marketing/Marketing Management, General | Goldey-Beacom College | 7 | 14 |
| 52.1401 | Marketing/Marketing Management, General | University of Delaware | 137 | 145 |
| 52.1401 | Marketing/Marketing Management, General | Wilmington University | 36 | 32 |

<https://www.edeps.org/MarketShare.aspx?cip=52.1401&UA=5235B&pn=0&st=DE>

**Table 5: LMI Supply Indicators by Secondary & Post-Secondary Levels (Questions/Analysis)***(see instructions on page 9, LMI Instructions & Guidance Document)*

1. How is the secondary program of study articulated to or in any way related to the identified post-secondary program(s)?

**The Marketing Management Marketing Today! program of study connects with various post-secondary degree and certification programs at both at the two- and four-year institutions of higher education. This program of study will help prepare students in all sectors of marketing communication, management, and analytics.**

1. How does the annual completion data at the secondary and post-secondary level compare to the projected career pathway-related projected job openings in Table 4?   
   **The number of students enrolled at the post-secondary level indicate that there is a high interest in this area. The Marketing Management program of study in secondary schools will prepare students with the knowledge and abilities necessary to successfully participate in post-secondary programs. This work will lead to students achieving articulated and dual-enrollment credit while in high school and lessening the amount of time required to enter the work force.**

**Table 6: Other LMI Data Including Real-Time LMI (Questions/Analysis)**

*(see instructions on page 10, LMI Instructions & Guidance Document)*

1. Are there additional LMI data (demand & supply) at the local, county, state, or Mid-Atlantic region that support starting a new program of study in this pathway?   
   **Real-Time LMI Report will be published in the summer of 2020, prior to program start-up.**