

Mission College (West Valley Mission CCD)



3000 Mission College Blvd.
Santa Clara, California 95054

Marketing

Custom Profile: Mission College

Marketing (52.9999)

Target Occupations

Social and community service managers (11-9151)
Managers, all other (11-9199)
Business operation specialists, all other (13-1199)
First-line supervisors/managers of retail sales workers (41-1011)
First-line supervisors/managers of non-retail sales workers (41-1012)
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)
Sales and related workers, all other (41-9099)

Target Occupation Performance

147,245 Jobs (2010) Location Quotient: 1.10	8.7% Growth (2011-2020) National: 10.6%	\$27.79/hr Median Wage (2011) National: \$20.96/hr
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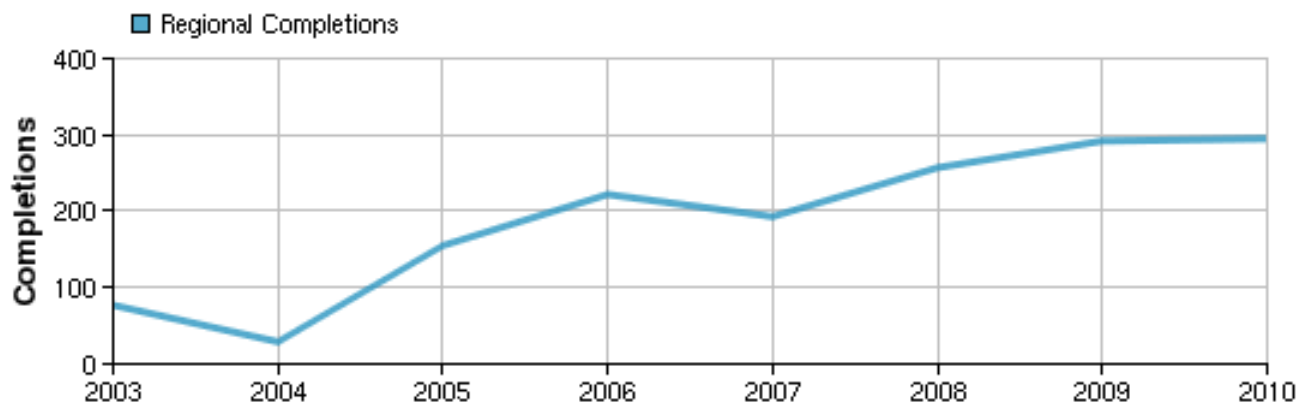
Regional Openings (2010)	6,008	<div style="width: 100%; height: 10px; background-color: #0070C0;"></div>
Institution Program Completions (2010)	0	<div style="width: 0%; height: 10px; background-color: #0070C0;"></div>
Regional Program Completions (2010)	295	<div style="width: 5%; height: 10px; background-color: #0070C0;"></div>
IPEDS Regional Occupation Completions (2010)	6,870	<div style="width: 114%; height: 10px; background-color: #0070C0;"></div>

Target Occupations	Regional Openings (2010)	Median Wage (2011)	Growth (2011-2020)
Social and community service managers (11-9151)	52	\$28.19	3.7%
Managers, all other (11-9199)	1,633	\$25.01	14.1%
Business operation specialists, all other (13-1199)	841	\$36.29	10.6%
First-line supervisors/managers of retail sales workers (41-1011)	832	\$18.44	-1.5%
First-line supervisors/managers of non-retail sales workers (41-	454	\$27.87	11.0%

Target Occupations	Regional Openings (2010)	Median Wage (2011)	Growth (2011-2020)
1012)			
Sales representatives, services, all other (41-3099)	656	\$27.72	11.2%
Sales representatives, wholesale and manufacturing, technical and scientific products (41-4011)	567	\$42.11	9.5%
Sales representatives, wholesale and manufacturing, except technical and scientific products (41-4012)	757	\$28.79	6.4%
Sales and related workers, all other (41-9099)	216	\$18.47	9.9%

Other Regional Training Providers

6 Institutions	295 Completions (2010)
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Institution	Degrees	Certificates	Total Completions
De Anza College	270	6	276
BioHealth College	0	8	8
Patten University	6	0	6
Stanford University	3	0	3
Canada College	0	1	1

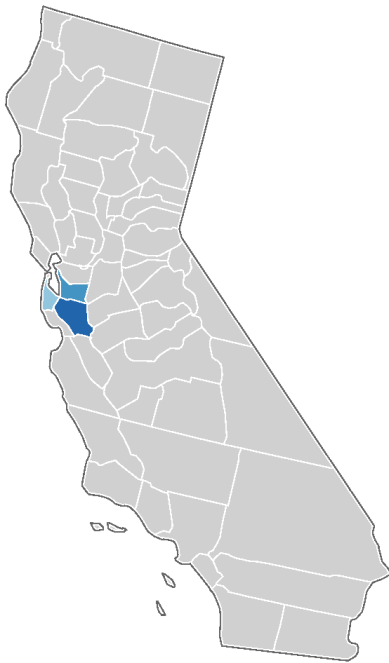
Job Postings by Occupation

Occupation	Job Postings
Managers, all other	887
Sales representatives, services, all other	683
First-line supervisors/managers of retail sales workers	468
Social and community service managers	124
Sales representatives, wholesale and manufacturing, technical and scientific products	108
Business operation specialists, all other	66
Sales and related workers, all other	29
First-line supervisors/managers of non-retail sales workers	26
Sales representatives, wholesale and manufacturing, except technical and scientific products	18

Occupation Group

Social and community service managers (11-9151)
Managers, all other (11-9199)
Business operation specialists, all other (13-1199)
First-line supervisors/managers of retail sales workers (41-1011)
First-line supervisors/managers of non-retail sales workers (41-1012)
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)
Sales and related workers, all other (41-9099)

Job Distribution



Occupation Facts

Annual Openings Estimate (2011)	5,077
Related Completions (2010)	6,870
Job Postings	Only Available for 5-Digit

Gender

Male	65%	<div style="width: 65%;"></div>
Female	35%	<div style="width: 35%;"></div>

Age

14-18	0%	<div style="width: 0%;"></div>
19-24	2%	<div style="width: 2%;"></div>
25-44	45%	<div style="width: 45%;"></div>
45-64	46%	<div style="width: 46%;"></div>
65+	7%	<div style="width: 7%;"></div>

149,718

Jobs (2011)

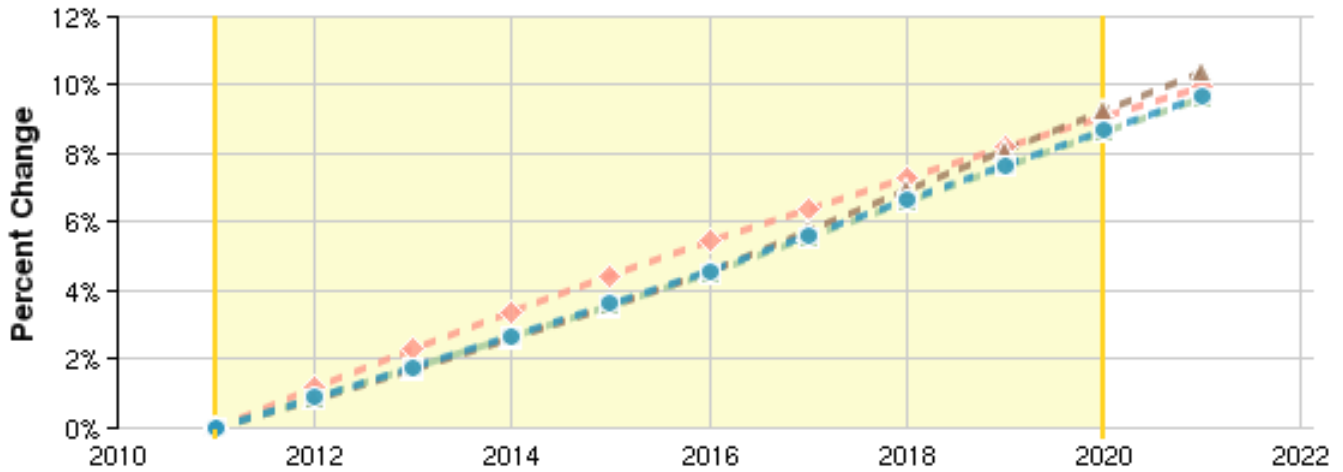
8.7%

Growth (2011-2020)

\$27.79/hr

Median Wage (2011)

Regional Trends



Region	2011 Jobs	2020 Jobs	% Growth
Tri County Area	149,718	162,705	8.7%
Bay Area (5 County)	200,883	218,212	8.6%
Santa Clara County	69,078	75,465	9.2%
State (CA)	1,174,152	1,280,709	9.1%

Educational Programs

25
Programs (2010)

6,870
Completions (2010)

Program	2006	2007	2008	2009	2010
Business Administration and Management, General (52.0201)	5,303	5,451	5,337	5,502	5,607
Business Administration, Management and Operations, Other (52.0299)	404	300	341	382	371
Business, Management,	222	193	257	292	295

Program	2006	2007	2008	2009	2010
Marketing, and Related Support Services, Other (52.9999)					
Human Services, General (44.0000)	157	181	150	169	182
Business/Commerce, General (52.0101)	132	172	151	183	178

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2011)	% of Occupation Group in Industry (2011)	% of Total Jobs in Industry (2011)
Wholesale Trade Agents and Brokers (425120)	4,830	3.2%	37.7%
Custom Computer Programming Services (541511)	4,118	2.8%	7.1%
Corporate, Subsidiary, and Regional Managing Offices (551114)	3,904	2.6%	11.7%
Computer Systems Design Services (541512)	2,822	1.9%	7.0%
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430)	2,744	1.8%	19.7%

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department.