

Market Analysis for Marketing

*Prepared by the Office of Research
Teaming to Serve Research Needs of the College
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Introduction

There are 16 local two-year colleges that compete with Harper College's Marketing program. Included in this report is a list of competitor colleges that offer a similar program. In addition, local, state, and national employment projections and wage data for related positions are provided. The list of competitor colleges within a 50 mile radius was obtained through the IPEDS – COOL website (<http://www.nces.ed.gov/ipeds/cool>) and college-specific program information was obtained from each identified college's website.

Table 1: Marketing Competitor Colleges (within 50 mile radius)

| Major Competitor | Length of Program | Credit hour |
|---|---|--|
| Harold Washington College (City College of Chicago) – Chicago, IL | AAS – Management & Marketing, 61 credits. Advanced Certificate – Management & Marketing, 35 credits. Basic Certificate – Management & Marketing, 18 credits. | \$72/credit; \$189.95/credit (out-of-district) |
| Harry S. Truman College (City College of Chicago) – Chicago, IL | AAS – Management/Marketing, 61 credits. Advanced Certificate – Management/Marketing, 35-36 credits. Basic Certificate – Management/Marketing, 18 credits. | \$72/credit; \$189.95/credit (out-of-district) |
| Kennedy-King College (City College of Chicago) – Chicago, IL | AAS – Management and Marketing, 61 credits. Advanced Certificate – Management/Marketing, 34 credits. Basic Certificate – Management/Marketing, 18 credits. | \$72/credit; \$189.95/credit (out-of-district) |
| Olive-Harvey College (City College of Chicago) – Chicago, IL | AAS – Management/Marketing, 61 credits. Advanced Certificate – Management/Marketing, 35 credits. Basic Certificate – Management/Marketing, 18 credits. | \$72/credit; \$189.95/credit (out-of-district) |
| Richard J. Daley College (City College of Chicago) – Chicago, IL | AAS – Management/Marketing, credits N/A. Certificate – Management/Marketing, credits N/A. | \$72/credit; \$189.95/credit (out-of-district) |
| College of DuPage – Glen Ellyn, IL | AAS – Marketing, 64 credits. Certificate – Marketing, 31 credits. Certificate – Consumer Marketing, 12 credits. | \$103/credit; \$292/credit (out-of-district) |
| Elgin Community College – Elgin, IL | AAS – Marketing, 62 credits. AAS – Retail Management, 62 credits. Basic Certificate – Marketing, 16 credits. Basic Certificate – Retail Management, 16 credits. | \$91/credit; \$359.30/credit (out-of-district) |
| Joliet Junior College – Joliet, IL | AAS – Marketing Management, 64 credits. | \$76/credit; \$232.77/credit (out-of-district) |
| Kishwaukee College – Malta, IL | AAS – Marketing and Management, 62 credits. | \$75/credit; \$261.49/credit (out-of-district) |

N/A=Not Available

Table 1: Continued

| Major Competitor | Length of Program | Credit hour |
|--|--|--|
| McHenry Community College – Crystal Lake, IL | AAS – Marketing, 61 credits. Certificate – Marketing, 32 credits. Certificate – Marketing Management, 12 credits. Certificate – Professional Selling, 12 credits. | \$80/credit; \$277.58/credit (out-of-district) |
| Moraine Valley Community College – Palos Hills, IL | AAS – Marketing and Management, 62 credits. | \$72/credit; \$204/credit (out-of-district) |
| Morton College – Cicero, IL | AA – Marketing, credits N/A. | \$80/credit; \$208/credit (out-of-district) |
| Oakton Community College – Des Plaines, IL | AAS – Marketing Management, 61 credits. Certificate – Marketing Management, 30 credits. Certificate – Marketing Communications, 27 credits. Certificate – Business Marketing, 15 credits. Certificate – Customer Service, 15 credits. Certificate – E-Business Marketing, 21 credits. Certificate – Nonprofit Advancement, 21 credits. Certificate – Public Relations, 18 credits. Certificate – Sales Management, 18 credits. Certificate – Professional Selling Skills, 15 credits. Certificate – Small Business Marketing, 15 credits. | \$84.60/credit; \$236.46/credit (out-of-district) |
| South Suburban College – South Holland, IL | AAS – Marketing-Management, 64 credits. AAS – Marketing-Management Fashion Merchandising, 64 credits. Certificate – Marketing-Fashion Merchandise, 34 credits. Certificate – Marketing-Management, 34 credits. Basic Certificate – Fashion Merchandising, 15 credits. Basic Certificate – Retailing, 15 credits. | \$103.75/credit; \$281.75/credit (out-of-district) |
| Triton College – River Grove, IL | AAS – Marketing Management, 65 credits. AAS – Marketing/Sales, 65 credits. AAS – Sports Marketing Management, 65 credits. | \$61/credit; \$179.80/credit (out-of-district) |
| Waubonsee Community College – Sugar Grove, IL | AAS – Marketing, 64 credits. Certificate – Marketing, 21 credits. | \$75/credit; \$224.61/credit (out-of-district) |

N/A=Not Available

Table 2: Marketing Employment Projections

| Chicago PMSA* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
|----------------------|-------------------------------------|--------------------|--------------------|---------------------------|-----------------|------------------------------------|----------------------------|-----------------------------|
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 2,366 | 2,713 | 346 | 14.63 | 35 | 43 | 78 |
| 11-2021 | Marketing Managers | 6,751 | 7,822 | 1,071 | 15.87 | 107 | 125 | 232 |
| 11-2022 | Sales Managers | 11,719 | 13,440 | 1,721 | 14.68 | 172 | 217 | 389 |
| 11-2031 | Public Relations Managers | 1,528 | 1,752 | 223 | 14.62 | 22 | 26 | 48 |
| 19-3021 | Market Research Analysts | 6,988 | 8,104 | 1,116 | 15.96 | 112 | 181 | 293 |
| 41-3011 | Advertising Sales Agents | 4,211 | 4,511 | 300 | 7.13 | 30 | 82 | 112 |
| Cook County* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 1,776 | 2,030 | 255 | 14.34 | 25 | 32 | 57 |
| 11-2021 | Marketing Managers | 4,784 | 5,545 | 761 | 15.90 | 76 | 88 | 164 |
| 11-2022 | Sales Managers | 7,851 | 8,986 | 1,136 | 14.47 | 114 | 145 | 259 |
| 11-2031 | Public Relations Managers | 1,151 | 1,316 | 165 | 14.37 | 17 | 20 | 37 |
| 19-3021 | Market Research Analysts | 5,068 | 5,854 | 787 | 15.53 | 79 | 131 | 210 |
| 41-3011 | Advertising Sales Agents | 3,402 | 3,635 | 233 | 6.85 | 23 | 66 | 89 |

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

| DuPage County* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
|-----------------------|-------------------------------------|--------------------|--------------------|---------------------------|-----------------|------------------------------------|----------------------------|-----------------------------|
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 367 | 434 | 67 | 18.38 | 7 | 7 | 14 |
| 11-2021 | Marketing Managers | 1,235 | 1,478 | 242 | 19.61 | 24 | 23 | 47 |
| 11-2022 | Sales Managers | 2,384 | 2,811 | 427 | 17.89 | 43 | 44 | 87 |
| 11-2031 | Public Relations Managers | 233 | 278 | 46 | 19.60 | 5 | 4 | 9 |
| 19-3021 | Market Research Analysts | 1,280 | 1,553 | 274 | 21.39 | 27 | 33 | 60 |
| 41-3011 | Advertising Sales Agents | 501 | 560 | 58 | 11.62 | 6 | 10 | 16 |
| Lake County* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 209 | 249 | 40 | 19.35 | 4 | 4 | 8 |
| 11-2021 | Marketing Managers | 697 | 811 | 115 | 16.47 | 11 | 13 | 24 |
| 11-2022 | Sales Managers | 1,208 | 1,393 | 185 | 15.32 | 19 | 22 | 41 |
| 11-2031 | Public Relations Managers | 113 | 131 | 18 | 15.55 | 2 | 2 | 4 |
| 19-3021 | Market Research Analysts | 752 | 888 | 136 | 18.14 | 14 | 19 | 33 |
| 41-3011 | Advertising Sales Agents | 207 | 223 | 16 | 7.60 | 2 | 4 | 6 |

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

| McHenry County* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
|------------------------|-------------------------------------|--------------------|--------------------|---------------------------|-----------------|------------------------------------|----------------------------|-----------------------------|
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 42 | 46 | 4 | 9.53 | 0 | 1 | 1 |
| 11-2021 | Marketing Managers | 141 | 151 | 10 | 7.00 | 1 | 3 | 4 |
| 11-2022 | Sales Managers | 288 | 311 | 23 | 8.00 | 2 | 5 | 7 |
| 11-2031 | Public Relations Managers | 24 | 26 | 2 | 7.88 | 0 | 0 | 0 |
| 19-3021 | Market Research Analysts | 124 | 132 | 8 | 6.22 | 1 | 3 | 4 |
| 41-3011 | Advertising Sales Agents | 67 | 68 | 1 | 1.73 | 0 | 1 | 1 |
| Statewide* | | Employment | | Employment Change | | Average Yearly Job Openings | | |
| SOC CODE | Occupation Title | 2004 Number | 2014 Number | 2004 – 2014 Number | % Change | Due to New | Due to Replacements | Average Yearly Total |
| 11-2011 | Advertising and Promotions Managers | 3,394 | 3,870 | 476 | 14.02 | 48 | 61 | 109 |
| 11-2021 | Marketing Managers | 9,761 | 11,187 | 1,426 | 14.61 | 143 | 180 | 323 |
| 11-2022 | Sales Managers | 17,580 | 19,960 | 2,380 | 13.54 | 238 | 324 | 562 |
| 11-2031 | Public Relations Managers | 2,243 | 2,558 | 315 | 14.04 | 32 | 39 | 70 |
| 19-3021 | Market Research Analysts | 9,900 | 11,343 | 1,443 | 14.58 | 144 | 257 | 401 |
| 41-3011 | Advertising Sales Agents | 5,685 | 6,035 | 350 | 6.16 | 35 | 110 | 145 |

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

| National** | | Employment | | Employment Change | | Average Yearly Job Openings | | |
|------------|-------------------------------------|-------------|-------------|--------------------|----------|-----------------------------|---------------------|-------------------------|
| SOC CODE | Occupational Title | 2004 Number | 2014 Number | 2004 – 2014 Change | % Change | Due to New | Due to Replacements | Average Yearly Total*** |
| 11-2011 | Advertising and Promotions Managers | 63,852 | 76,838 | 12,986 | 20.3 | N/A | N/A | 2,000 |
| 11-2021 | Marketing Managers | 188,463 | 227,712 | 39,249 | 20.8 | N/A | N/A | 7,000 |
| 11-2022 | Sales Managers | 336,514 | 402,713 | 66,199 | 19.7 | N/A | N/A | 13,000 |
| 11-2031 | Public Relations Managers | 57,505 | 69,981 | 12,476 | 21.7 | N/A | N/A | 2,000 |
| 19-3021 | Market Research Analysts | 189,872 | 227,015 | 37,143 | 19.6 | N/A | N/A | 9,000 |
| 41-3011 | Advertising Sales Agents | 154,370 | 179,585 | 25,215 | 16.3 | N/A | N/A | 6,000 |

**Employment projections are from <http://www.bls.gov>

***Estimate of average yearly job opening due to new jobs and net replacement needs.

Table 3: Marketing Wage Data

| Chicago PMSA* | | | | | | | |
|-----------------------|-------------------------------------|-------------------|---------------|--------------------|---------------|-------------------------|---------------|
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Annual | Hourly | Annual |
| 11-2011 | Advertising and Promotions Managers | \$18.06 | \$37,558 | \$30.23 | \$62,890 | \$50.98 | \$106,036 |
| 11-2021 | Marketing Managers | \$25.09 | \$52,187 | \$42.37 | \$88,123 | \$56.59 | \$117,711 |
| 11-2022 | Sales Managers | \$25.56 | \$53,172 | \$44.90 | \$93,388 | \$60.41 | \$125,671 |
| 11-2031 | Public Relations Managers | \$22.17 | \$46,112 | \$37.44 | \$77,883 | \$54.08 | \$112,489 |
| 19-3021 | Market Research Analysts | \$16.11 | \$33,514 | \$26.65 | \$55,441 | \$38.47 | \$80,005 |
| 41-3011 | Advertising Sales Agents | \$12.36 | \$25,720 | \$18.95 | \$39,414 | \$31.05 | \$64,592 |
| Cook County* | | | | | | | |
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Annual | Hourly | Annual |
| 11-2011 | Advertising and Promotions Managers | \$18.31 | \$38,094 | \$31.13 | \$64,746 | \$52.88 | \$110,003 |
| 11-2021 | Marketing Managers | \$25.06 | \$52,128 | \$41.90 | \$87,143 | \$57.38 | \$119,362 |
| 11-2022 | Sales Managers | \$25.06 | \$52,121 | \$44.32 | \$92,182 | \$60.94 | \$126,766 |
| 11-2031 | Public Relations Managers | \$23.27 | \$48,394 | \$39.46 | \$82,074 | \$56.38 | \$117,269 |
| 19-3021 | Market Research Analysts | \$16.20 | \$33,687 | \$28.23 | \$58,717 | \$39.57 | \$82,301 |
| 41-3011 | Advertising Sales Agents | \$12.30 | \$25,593 | \$19.07 | \$39,665 | \$31.36 | \$65,227 |
| DuPage County* | | | | | | | |
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Hourly | Annual | Hourly |
| 11-2011 | Advertising and Promotions Managers | \$17.93 | \$37,289 | \$31.44 | \$65,398 | \$46.02 | \$95,717 |
| 11-2021 | Marketing Managers | \$28.25 | \$58,763 | \$46.49 | \$96,702 | \$55.07 | \$114,546 |
| 11-2022 | Sales Managers | \$27.80 | \$57,818 | \$48.08 | \$100,007 | \$59.98 | \$124,760 |
| 11-2031 | Public Relations Managers | \$20.52 | \$42,690 | \$31.87 | \$66,287 | \$40.94 | \$85,154 |
| 19-3021 | Market Research Analysts | \$16.00 | \$33,290 | \$22.72 | \$47,269 | \$35.60 | \$74,036 |
| 41-3011 | Advertising Sales Agents | \$13.89 | \$28,888 | \$20.29 | \$42,196 | \$30.16 | \$62,741 |

*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2006)

Table 3: Continued

| Lake County* | | | | | | | |
|------------------------|--|-------------------|---------------|--------------------|---------------|-------------------------|---------------|
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Hourly | Annual | Hourly |
| 11-2011 | Advertising and Promotions Managers | \$14.46 | \$30,081 | \$27.21 | \$56,601 | \$40.86 | \$84,980 |
| 11-2021 | Marketing Managers | \$32.43 | \$67,461 | \$53.16 | \$110,567 | \$60.62 | \$126,094 |
| 11-2022 | Sales Managers | \$20.77 | \$43,197 | \$43.83 | \$91,168 | \$60.83 | \$126,540 |
| 11-2031 | Public Relations Managers | \$23.42 | \$48,724 | \$35.90 | \$74,670 | \$43.84 | \$91,203 |
| 19-3021 | Market Research Analysts | \$17.08 | \$35,536 | \$25.68 | \$53,412 | \$33.93 | \$70,591 |
| 41-3011 | Advertising Sales Agents | N/A | N/A | N/A | N/A | N/A | N/A |
| McHenry County* | | | | | | | |
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Annual | Hourly | Annual |
| 11-2011 | Advertising and Promotions Managers | \$16.58 | \$34,483 | \$21.98 | \$45,707 | \$32.20 | \$66,979 |
| 11-2021 | Marketing Managers | \$28.60 | \$59,491 | \$47.03 | \$97,823 | \$63.49 | \$132,061 |
| 11-2022 | Sales Managers | \$24.61 | \$51,194 | \$40.00 | \$83,212 | \$52.73 | \$109,673 |
| 11-2031 | Public Relations Managers | \$26.38 | \$54,886 | \$37.96 | \$78,963 | \$45.99 | \$95,658 |
| 19-3021 | Market Research Analysts | \$21.21 | \$44,117 | \$25.40 | \$52,835 | \$25.88 | \$53,831 |
| 41-3011 | Advertising Sales Agents | N/A | N/A | N/A | N/A | N/A | N/A |
| Statewide* | | | | | | | |
| SOC CODE | Occupational Title | Entry Wage | | Median Wage | | Experienced Wage | |
| | | Hourly | Annual | Hourly | Hourly | Annual | Hourly |
| 11-2011 | Advertising and Promotions Managers | \$16.90 | \$35,158 | \$28.44 | \$59,156 | \$47.55 | \$98,902 |
| 11-2021 | Marketing Managers | \$24.75 | \$51,477 | \$42.13 | \$87,640 | \$55.92 | \$116,306 |
| 11-2022 | Sales Managers | \$24.25 | \$50,432 | \$42.78 | \$88,991 | \$58.55 | \$121,792 |
| 11-2031 | Public Relations Managers | \$20.82 | \$43,303 | \$34.98 | \$72,749 | \$50.99 | \$106,062 |
| 19-3021 | Market Research Analysts | \$15.74 | \$32,740 | \$25.58 | \$53,216 | \$36.86 | \$76,665 |
| 41-3011 | Advertising Sales Agents | \$11.22 | \$23,339 | \$18.07 | \$37,583 | \$29.64 | \$61,648 |

*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2006)

Table 3: Continued

National**

| SOC CODE | Occupational Title | Median Hourly | Mean Hourly | Mean Annual | Mean RSE*** |
|---------------------|--|--------------------------|------------------------|------------------------|------------------------|
| 11-2011 | Advertising and Promotions Managers | \$35.12 | \$40.93 | \$85,140 | 0.8% |
| 11-2021 | Marketing Managers | \$47.46 | \$51.74 | \$107,610 | 0.4% |
| 11-2022 | Sales Managers | \$44.02 | \$49.39 | \$102,730 | 0.3% |
| 11-2031 | Public Relations Managers | \$39.51 | \$44.35 | \$92,250 | 0.6% |
| 19-3021 | Market Research Analysts | \$28.28 | \$31.70 | \$65,930 | 0.8% |
| 41-3011 | Advertising Sales Agents | \$20.55 | \$24.70 | \$51,370 | 0.9% |

**National wage information from <http://www.bls.gov> (as of May 2006)

***RSE – Relative Standard Error