

De Anza College



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Program Report

San Jose-Sunnyvale-Santa Clara MSA



Region Info

Name: San Jose-Sunnyvale-Santa Clara MSA

MSA Areas: San Jose-Sunnyvale-Santa Clara, CA (41940)

Custom Profile: De Anza College

 Marketing Management (52.1801)

Target Occupations

Marketing managers (11-2021)


Sales managers (11-2022)

Market research analysts (19-3021)

Sales representatives, wholesale and manufacturing, except technical and scientific products (41-4012)

Target Occupation Performance

23,987 Jobs (2010) Location Quotient: 1.53	7.1% Growth (2010-2014) National: 4.8%	\$51.19/hr Median Wage (2011) National: \$29.26/hr
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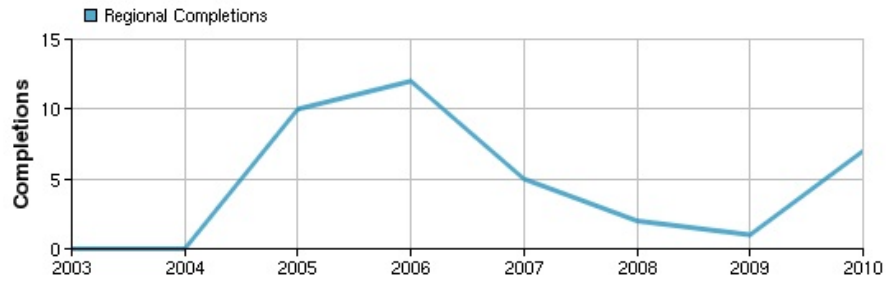
Regional Openings (2010)	1,589 
Institution Program Completions (2010)	15 ↓
Regional Program Completions (2010)	7 ↓
All Regional Completions for Target Occupations (2010)	3,906 

Target Occupations	Regional Openings (2010)	Median Wage (2011)	Growth (2010-2014)
Marketing managers (11-2021)	454	\$68.34	5.3%
Sales managers (11-2022)	337	\$58.00	7.5%
Market research analysts (19-3021)	425	\$44.89	12.8%
Sales representatives, wholesale and manufacturing, except technical and scientific products (41-4012)	373	\$31.90	4.3%

Other Regional Training Providers

1
Institutions

7
Completions (2010)



Institution	Degrees	Certificates	Total Completions
San Jose City College	2	5	7

Job Postings by Occupation

Occupation	Job Postings
Sales managers	170
Marketing managers	62
Market research analysts	4
Sales representatives, wholesale and manufacturing, except technical and scientific products	1

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.

Completers Data

The completers 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.

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: California Labor Market Information Department.