

Communications Education Report

CIP 09.0101

Cochise, Pima, SC

Speech Communication and Rhetoric

CIP 2010: A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.

** Program Description – Settings*

Target Occupations





	985 Jobs (2016) 19% below National average	2.5% % Change (2017-2022) Nation: 4.7%	\$17.28/hr Median Hourly Earnings Nation: \$25.22/hr			
Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2022)	Location Quotient (2017)	
Public Relations Specialists	500	11	\$20.08/hr	4.20%	0.66	
Writers and Authors	423	8	\$15.08/hr	0.95%	1.03	
Public Address System and Other Announcers	65	2	\$11.15/hr	-1.54%	1.19	

** Target Occupations - Settings*

Occupational Programs						
5.00	425.00	32.00				
Programs (2015)	Completions (2015)	Openings (2015)				
CIP Code	Program	Completions (2011)	(2012)	(2013)	(2014)	(2015)
09.0101	Speech Communication and Rhetoric	242	220	209	200	235
23.1302	Creative Writing	135	135	138	128	67
09.0401	Journalism	119	122	99	106	123
23.1303	Professional, Technical, Business, and Scientific Writing	3	4	6	0	0
09.9999	Communication, Journalism, and Related Programs, Other	0	0	0	0	0

Programs by Institution				
CIP Code	Title	Institution	Award Level	Completions (2015)
09.0101	Speech Communication and Rhetoric	Cochise County Community College District	Associates degree	4
09.0101	Speech Communication and Rhetoric	University of Arizona	Bachelors degree	229
09.0101	Speech Communication and Rhetoric	University of Arizona	Masters degree	1
09.0101	Speech Communication and Rhetoric	University of Arizona	Doctors degree	1
09.0401	Journalism	Cochise County Community College District	Associates degree	3
09.0401	Journalism	University of Arizona	Bachelors degree	116
09.0401	Journalism	University of Arizona	Masters degree	4
09.9999	Communication, Journalism, and Related Programs, Other	Cochise County Community College District	Associates degree	0
23.1302	Creative Writing	University of Arizona	Bachelors degree	61
23.1302	Creative Writing	University of Arizona	Masters degree	6
23.1303	Professional, Technical, Business, and Scientific Writing	Pima Community College	Award of less than 1 academic year	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
● Associates degree	4	1.7% 
● Bachelors degree	229	97.4% 
● Masters degree	1	0.4% 
● Doctors degree	1	0.4% 
Award of less than 1 academic year	0	0.0%
Award of at least 1 but less than 2 academic years	0	0.0%
Award of at least 2 but less than 4 academic years	0	0.0%
Postbaccalaureate certificate	0	0.0%
Post-masters certificate	0	0.0%

* Regional Completions by Award Level - Settings

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
University of Arizona	0	23	231
Cochise County Community College District	0	4	4

* *Regional Completions by Institution - Settings*

Appendix A - 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.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

State Data Sources

This report uses state data from the following agencies: Arizona Department of Administration, Office of Employment and Population Statistics