

Entrepreneurship/Small Business Management Education Report

CIP 52.1801

Cochise, Pima, SC

Sales, Distribution, and Marketing Operations, General

CIP 2010: A program that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services, and supervised practical application experiences. * *Program Description – Settings*

Target Occupations


19,542 Jobs (2016) 8% below National average		7.4% % Change (2017-2022) Nation: 4.0%		\$12.59/hr Median Hourly Earnings Nation: \$15.36/hr	
Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2022)	Location Quotient (2017)
Retail Salespersons	14,099	714	\$10.25/hr	7.23%	0.96
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,823	69	\$20.05/hr	0.85%	0.62
Telemarketers	1,767	121	\$9.31/hr	23.49%	2.46
Purchasing Agents, Except Wholesale, Retail, and Farm Products	897	26	\$30.01/hr	-0.11%	0.97
Wholesale and Retail Buyers, Except Farm Products	243	10	\$19.07/hr	2.47%	0.63

* *Target Occupations - Settings*

Occupational Programs						
6.00	8.00	849.00				
Programs (2015)	Completions (2015)	Openings (2015)				
CIP Code	Program	Completions (2011)	(2012)	(2013)	(2014)	(2015)
52.1904	Apparel and Accessories Marketing Operations	3	5	4	7	0
52.1902	Fashion Merchandising	1	6	3	2	7
52.1801	Sales, Distribution, and Marketing Operations, General	1	3	3	1	1
52.9999	Business, Management, Marketing, and Related Support Services, Other	0	0	0	0	0
52.1804	Selling Skills and Sales Operations	0	0	0	0	0
52.1803	Retailing and Retail Operations	2	3	1	0	0

Programs by Institution				
CIP Code	Title	Institution	Award Level	Completions (2015)
52.1801	Sales, Distribution, and Marketing Operations, General	Cochise County Community College District	Award of less than 1 academic year	0
52.1801	Sales, Distribution, and Marketing Operations, General	Cochise County Community College District	Award of at least 1 but less than 2 academic years	1
52.1803	Retailing and Retail Operations	Pima Community College	Award of less than 1 academic year	0
52.1803	Retailing and Retail Operations	Pima Community College	Award of at least 1 but less than 2 academic years	0
52.1804	Selling Skills and Sales Operations	Cochise County Community College District	Award of less than 1 academic year	0
52.1902	Fashion Merchandising	Pima Community College	Award of less than 1 academic year	1
52.1902	Fashion Merchandising	The Art Institute of Tucson	Award of at least 1 but less than 2 academic years	2
52.1902	Fashion Merchandising	Pima Community College	Associates degree	1
52.1902	Fashion Merchandising	The Art Institute of Tucson	Associates degree	0
52.1902	Fashion Merchandising	The Art Institute of Tucson	Bachelors degree	3
52.1902	Fashion Merchandising	University of Arizona	Bachelors degree	0
52.1904	Apparel and Accessories Marketing Operations	The Art Institute of Tucson	Bachelors degree	0
52.9999	Business, Management, Marketing, and Related Support Services, Other	University of Phoenix-Southern Arizona Campus	Award of less than 1 academic year	0
52.9999	Business, Management, Marketing, and Related Support Services, Other	Pima Community College	Award of less than 1 academic year	0
52.999	Business, Management, Marketing, and Related Support Services, Other	Brookline College-Tucson	Bachelors degree	0
52.999	Business, Management, Marketing, and Related Support Services, Other	University of Phoenix-Southern Arizona Campus	Bachelors degree	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
• Award of at least 1 but less than 2 academic years	1	100.0% 
Award of less than 1 academic year	0	0.0%
Associates degree	0	0.0%
Award of at least 2 but less than 4 academic years	0	0.0%
Bachelors degree	0	0.0%
Postbaccalaureate certificate	0	0.0%
Masters degree	0	0.0%
Post-masters certificate	0	0.0%
Doctors degree	0	0.0%

* Regional Completions by Award Level - Settings

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
Cochise County Community College District	1	0	1

* 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