

College of Communications: 2020 Occupational Trends and Outlook

Overview

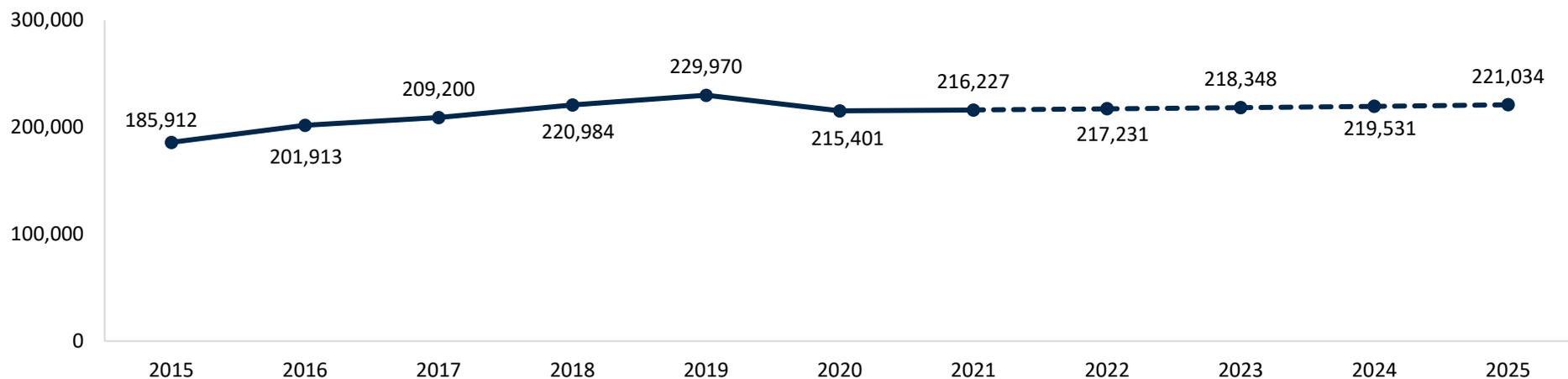
The [CSUF 2020 Occupational Trends and Outlook](#) report examines trends and outlook in occupations within the counties surrounding California State University, Fullerton (CSUF), and compares trends for occupations that can be served by CSUF, at the University level, to those that are not served by CSUF. The trend shows an 8% growth in jobs from 2015 to 2019 before experiencing a 7% decrease in jobs in 2020, which coincides with the COVID-19 pandemic. Though job recovery is expected, its growth is projected to be slow, at 2.6%, between 2020 and 2025. Similar trends are observed when looking at jobs by typical level of entry education: Bachelor's, Master's and Doctoral or professional degree.

This report looks more closely at the trend in jobs that can be served by CSUF's College of Communications. The data for this report have been compiled by Economic Modeling (EMSI), which utilizes various labor market data from government sources (e.g., US Census Bureau, Bureau of Labor Statistics), as well as real-time labor market data (e.g., job advertisements posted by employers, online profiles and resumes created by job seekers and students). The report utilizes the program-to-occupation mapping Emsi developed based on the CIP-to-SOC crosswalk developed by the National Center for Education Statistics and the U.S. Bureau of Labor Statistics¹. To identify jobs that the College can serve, each CIP is mapped to SOC codes for which its programs can prepare students.

Trend in Jobs Served by CSUF at the College Level: College of Communications

Figure 1 shows a projected increase in jobs that require at least a Bachelor's degree that can be served by students who graduate from CSUF's College of Communications. Overall, the number of jobs served by the College increased by 24% between 2015 and 2019 before facing a 6% decrease in 2020. Job growth is projected to be gradual, at 3%, between 2020 and 2025.

Figure 1. Trend in Jobs that Require at Least a Bachelor's Degree Served by the College of Communications, 2015-2025



¹ Please note this crosswalk may not entirely reflect the career pathways that are relevant for the College's graduates. Please feel free to consult with the Office of Assessment and Institutional Effectiveness to revise this report with CIP-to-SOC mappings that more accurately reflect career pathways for students served by the College.

Trends in Jobs that Require a Bachelor's Degree

Figure 2 shows a projected increase in jobs that require a Bachelor's degree that can be served by students who graduate from CSUF's College of Communications. The number of jobs served by the College increased by 23% between 2015 and 2019 before experiencing a 6% decrease in 2020. Job growth is anticipated between 2020 and 2025, by 2%.

Figure 2. Trend in Jobs that Require a Bachelor's Degree Served by College of Communications, 2015-2025

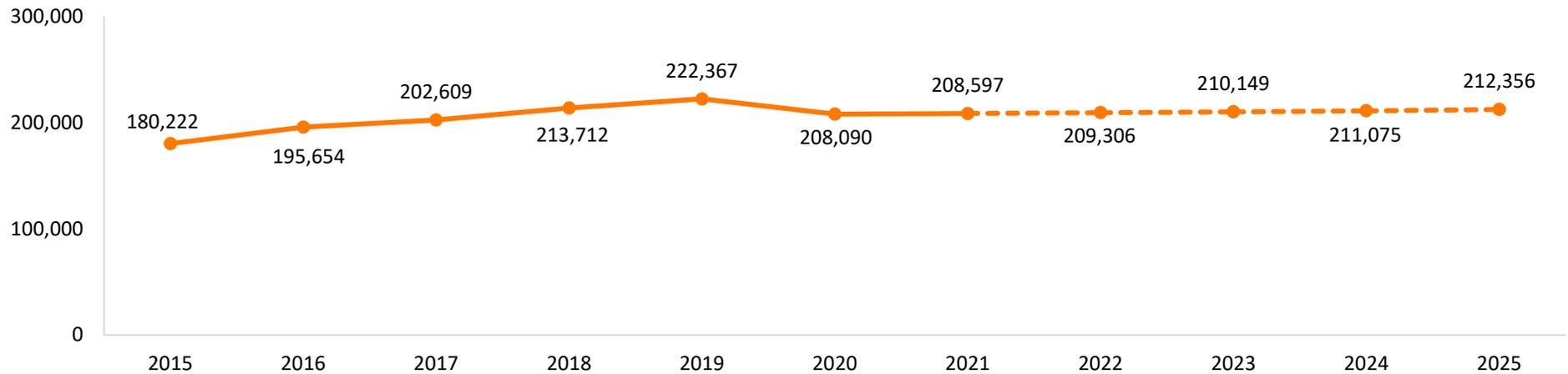


Table 1. Jobs that Require Bachelor's Degree Served by College of Communications, 2015-2025

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
11-1031	Legislators	1,345	1,307	1,224	1,231	1,277	1,284	1,306	1,328	1,349	1,371	1,391
11-2011	Advertising and Promotions Managers	1,798	1,612	1,368	1,215	1,212	1,009	1,005	1,001	997	996	998
11-2021	Marketing Managers	10,767	11,524	12,227	13,794	14,984	15,214	15,229	15,247	15,265	15,282	15,309
11-2031	Public Relations and Fundraising Managers	2,712	2,952	3,147	3,436	3,765	3,894	3,925	3,955	3,986	4,014	4,041
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	19,830	23,245	26,344	29,699	30,380	29,661	29,755	29,837	29,919	29,987	30,069
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	4,938	5,739	6,049	6,354	7,906	6,962	7,142	7,308	7,466	7,615	7,745

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
13-1161	Market Research Analysts and Marketing Specialists	33,071	36,489	37,105	38,373	39,501	38,179	38,701	39,197	39,667	40,106	40,525
15-1299	Computer Occupations, All Other	13,660	17,860	22,327	26,732	26,584	24,009	24,117	24,205	24,278	24,341	24,380
25-4022	Librarians and Media Collections Specialists	5,285	5,184	4,952	4,724	4,778	4,716	4,773	4,827	4,876	4,919	4,964
27-1011	Art Directors	3,549	3,717	3,825	4,219	4,744	4,569	4,511	4,470	4,442	4,426	4,432
27-1014	Special Effects Artists and Animators	6,732	6,504	6,158	5,974	6,637	6,069	6,049	6,057	6,085	6,128	6,215
27-1024	Graphic Designers	14,555	14,771	15,169	15,253	15,005	13,989	13,807	13,664	13,551	13,461	13,427
27-2012	Producers and Directors	20,252	22,043	22,255	23,264	25,761	22,325	22,102	21,987	21,945	21,965	22,130
27-3011	Broadcast Announcers and Radio Disc Jockeys	1,478	1,437	1,508	1,572	1,796	1,774	1,740	1,715	1,696	1,681	1,678
27-3023	News Analysts, Reporters, and Journalists	2,152	2,073	2,060	2,000	2,089	1,824	1,816	1,811	1,808	1,805	1,809
27-3031	Public Relations Specialists	10,522	10,670	10,782	10,935	11,260	11,013	11,096	11,177	11,256	11,332	11,412
27-3041	Editors	5,587	5,699	5,677	5,868	6,193	5,941	5,857	5,795	5,750	5,717	5,711
27-3042	Technical Writers	1,959	1,815	1,810	1,911	2,092	2,071	2,085	2,099	2,112	2,123	2,133
27-3043	Writers and Authors	4,837	4,745	4,634	4,716	4,894	4,740	4,763	4,794	4,828	4,864	4,912
27-4031	Camera Operators, Television, Video, and Film	4,752	5,029	3,734	3,364	3,193	2,712	2,711	2,719	2,734	2,753	2,787
27-4032	Film and Video Editors	10,440	11,239	10,255	9,079	8,313	6,134	6,108	6,112	6,140	6,190	6,288
Total		180,222	195,654	202,609	213,712	222,367	208,090	208,597	209,306	210,149	211,075	212,356

Trend in Jobs that Require a Master's Degree

Figure 3 shows a projected increase in jobs that require a Master's degree that can be served by students who graduate from CSUF's College of Communications. The number of jobs served by the College increased by 35% between 2015 and 2019 before facing a 5% decrease in 2020. A 19% increase is projected between 2020 and 2025.

Figure 3. Trend in Jobs that Require Master's Degree Served by College of Communications, 2015-2025

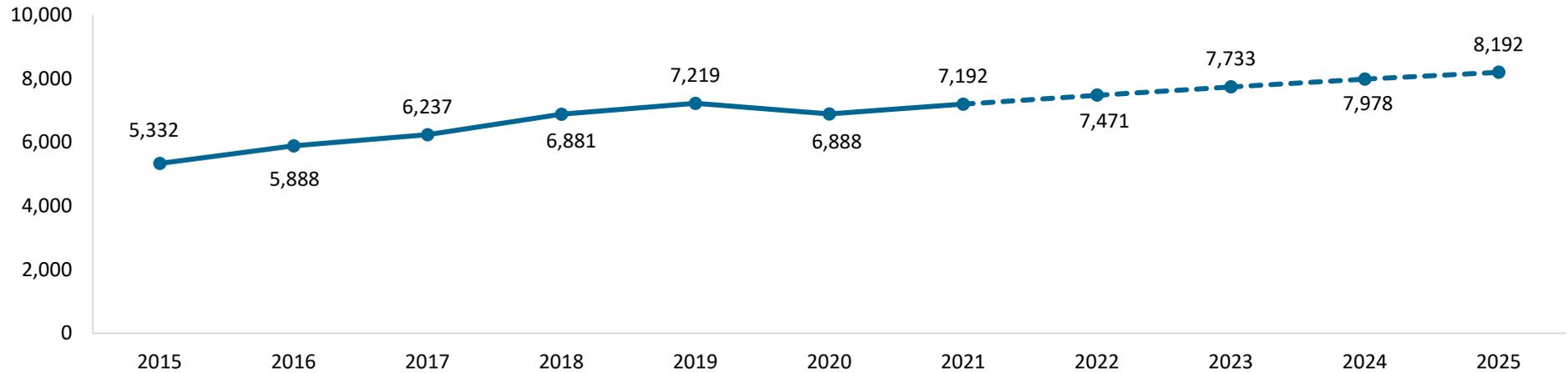


Table 2. Jobs that Require Master's Degree Served by College of Communications, 2015-2025

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
29-1127	Speech-Language Pathologists	5,332	5,888	6,237	6,881	7,219	6,888	7,192	7,471	7,733	7,978	8,192
	Total	5,332	5,888	6,237	6,881	7,219	6,888	7,192	7,471	7,733	7,978	8,192

Trend in Jobs that Require a Doctoral Degree

Figure 4 shows a projected increase in jobs that require a doctoral degree in disciplines offered by CSUF's College of Communications. There was an ebb and flow in the number of jobs requiring a doctoral degree that could be served by the College between 2015 and 2020. The rate of growth in the number of jobs is projected to increase between 2020 and 2025, with 15% growth.

Figure 4. Trend in Jobs that Require Doctoral Degree Served by College of Communications, 2015-2025

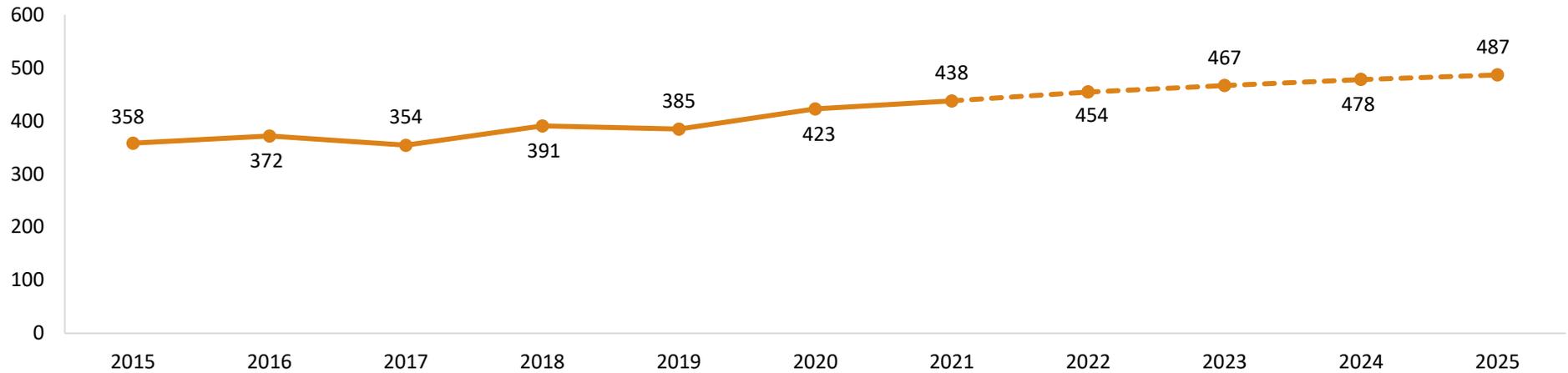


Table 3. Jobs that Require Doctoral Degree Served by College of Communications, 2015-2025

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
29-1181	Audiologists	358	372	354	391	385	423	438	454	467	478	487
Total		358	372	354	391	385	423	438	454	467	478	487