

# Career Pathways

Lightcast Q3 2023 Data Set

August 2023

Allan Hancock College



# Parameters

## Focus Occupation:

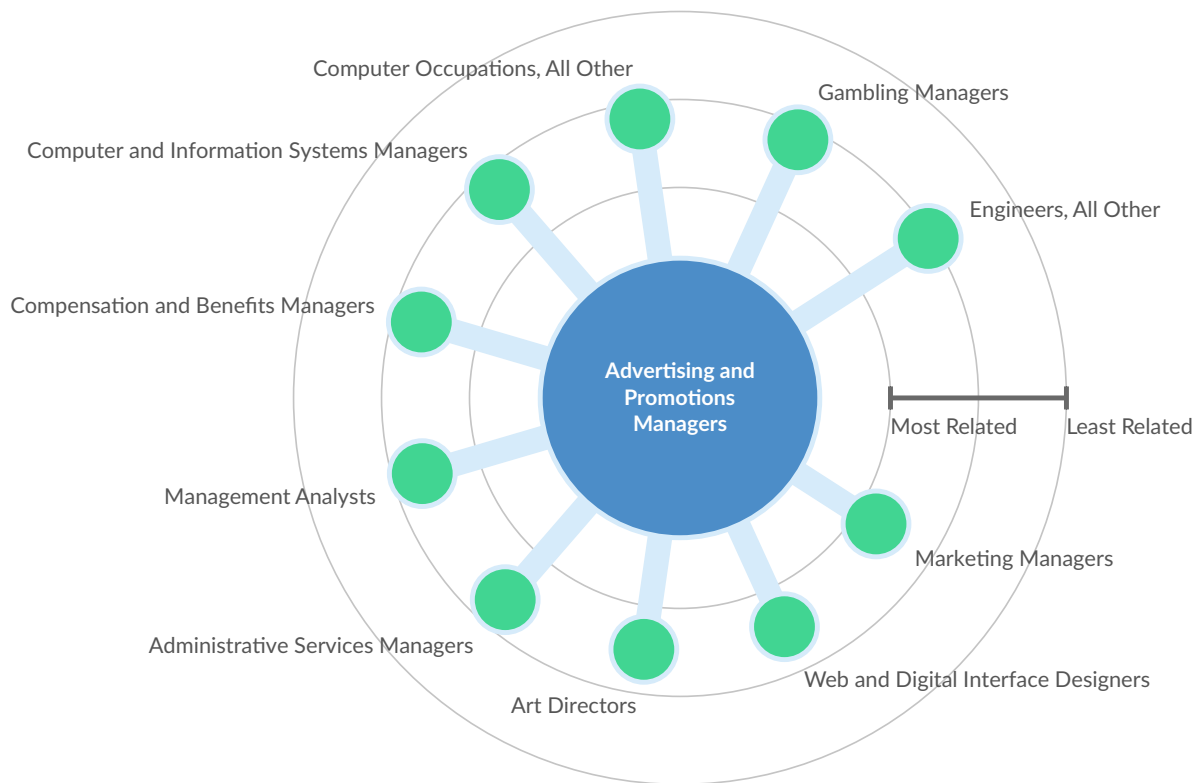
Code	Description
11-2011	Advertising and Promotions Managers

## Regions:

Code	Description	Code	Description
42020	San Luis Obispo-Paso Robles, CA	42200	Santa Maria-Santa Barbara, CA

## Related Jobs

Below are the top listed next-step jobs for Advertising and Promotions Managers with median advertised salary of \$168,200. Select a job to view additional insight (i.e. Skill Gaps) between Advertising and Promotions Managers and your selected occupation.



Below is the table-view of the top listed next-step jobs for Advertising and Promotions Managers. Select a job to view skill gaps between Advertising and Promotions Managers and your selected occupation.

Occupation	Category	Relevance	Avg. Unique Monthly Postings from Aug 2022 - Jul 2023	Mean Salary Diff.
Marketing Managers	Advancement	87%	33	+\$24,211
Web and Digital Interface Designers	Lateral Transition	77%	1	-\$3,181
Art Directors	Lateral Advancement	75%	1	+\$18,888
Administrative Services Managers	Lateral Transition	68%	12	-\$9,339
Management Analysts	Lateral Transition	67%	18	-\$9,711
Compensation and Benefits Managers	Lateral Advancement	66%	3	+\$16,676
Computer and Information Systems Managers	Lateral Advancement	63%	4	+\$57,424
Computer Occupations, All Other	Lateral Advancement	59%	63	+\$11,414

Gambling Managers	Lateral Advancement	58%	0	+\$34,410
Engineers, All Other	Lateral Advancement	52%	13	+\$11,611

# Appendix A - Data Sources and Calculations

## State Data Sources

This report uses state data from the following agencies: California Employment Development Department