

2016 BPPE Occupation List

The table below reflects the wage data for the job titles expected for graduates of our programs. This data was gathered from the Employment Development Department’s Occupational Employment Statistics web site:

- Site: <http://www.labormarketinfo.edd.ca.gov>
- Overview: <http://www.labormarketinfo.edd.ca.gov/data/oes-employment-and-wages.html>
- Specifically: [http://www.labormarketinfo.edd.ca.gov/file/occup\\$/oeswages/cal\\$oes2016.xls](http://www.labormarketinfo.edd.ca.gov/file/occup$/oeswages/cal$oes2016.xls)

Program Name	Representative Job Title from EDD Excel File	Salary from EDD site
Word/PowerPoint/Outlook MOS Certification Prep	Office and Administrative Support Workers, All Other	\$32,154
Excel/Access MOS Certification Prep	Office and Administrative Support Workers, All Other	\$32,154
MS Office Foundations	Office and Administrative Support Workers, All Other	\$32,154
PMP Certification Prep	General and Operations Managers	\$131,511
Web Design Foundations	Web Developers	\$82,793
Web Design Advanced Techniques	Web Developers	\$82,793
Digital Marketing	Advertising and Promotions Managers	\$114,308
Adobe ACE Certification Prep	Graphic Designers	\$60,281
Front-End Web Development	Computer Programmers	\$93,506
Server-Side Web Development	Computer Programmers	\$93,506
Mobile App Development	Computer Programmers	\$93,506

Since many different job titles are within each category (e.g., someone with the job title “Software Developer” would be considered a Computer Programmer), below is a list of the individual job titles that would be considered ‘employment in the field’ for the programs we teach:

Word/PowerPoint/Outlook MOS Certification Prep

Many occupations involve Word/PowerPoint/Outlook, as a primary or secondary job function; these occupations may be counted towards placement percentages if a significant part of the job duties are determined to involve the above applications. A list of the employment positions determined to be within the field for the calculation of job placement rate for the Word/PowerPoint/Outlook MOS Certification Prep can be found at the Department of Labor website [here](#).

Excel/Access MOS Certification Prep

Many occupations involve Excel and Access, as a primary or secondary job function; these occupations may be counted towards placement percentages if a significant part of the job duties are determined to involve the above applications. A list of the employment positions determined to be within the field for the calculation of

job placement rate for the Excel/Access MOS Certification Prep can be found at the Department of Labor website [here](#).

MS Office Foundations

Many occupations involve the use of MS Office programs, as a primary or secondary job function; these occupations may be counted towards placement percentages if a significant part of the job duties are determined to involve the MS Office programs. A list of the employment positions determined to be within the field for the calculation of job placement rate for the MS Office Foundations can be found at the Department of Labor website [here](#).

PMP Certification Prep

Many occupations involve project management, albeit not as a primary job function; these occupations may be counted towards placement percentages if a significant part of the job duties are determined to involve project management. A list of the employment positions determined to be within the field for the calculation of job placement rate for the PMP Certification Prep can be found at the Department of Labor website [here](#).

Adobe Certification Prep

- Graphic Designer
- Graphic/Variable Specialist
- Graphic Artist
- Visual Designer
- Production Designer
- Motion Graphics Designer
- Localization Production Designer
- Page Designer
- Web designer
- Web Producer
- Web Master/Content Manager
- Forms Design Specialist
- Multimedia Specialist
- Composition Production Specialist
- UI/UX Designer
- Writers and Editors
- Desktop Publisher
- Digital Marketer
- Digital Designer
- Marketing Communications Specialist
- E-Learning Specialist
- Production Artist
- Photo Stylist
- Photographer
- Image Specialist
- Print and Signage Producer

- Typographer
- Typesetter
- Copywriter
- Animators
- Interaction/User Experience Designer
- Flash Developer
- Art and Design Workers
- Administrative/Executive Assistant
- Secretaries
- Online/Digital Marketer
- Office Manager
- Instructional Technology Designer
- Television, Video, and Motion Picture Camera Operators and Editors
- Miscellaneous Media and Communication Workers
- Designers, all other

Many other occupations involve the use of Adobe software, albeit not as a primary job function; these occupations are not listed here, but may be counted towards placement percentages if a significant part of the job duties are determined to involve the use of Adobe software.

Digital Marketing

- Administrative/Executive Assistant
- Affiliates Specialist
- Blog Manager
- Campaign Planner
- Communications and Marketing Specialist
- Consumer Marketing Manager
- Content Marketing Specialist
- Digital Advertising Strategist
- Digital Marketing Analyst
- Digital Marketing Strategist
- Digital Measurement Manager
- Digital Media Associate
- Digital Media Planner
- Digital and Social Media Producer
- Director of Digital Marketing
- E-Commerce Analyst
- E-Marketing/E-Commerce Specialist/Coordinator
- Google Adwords Specialist/Manager
- Growth Hacker
- Interactive Marketing Coordinator/Manager
- Intergrated Marketing Director
- Marketing Campaign Manager
- Marketing Communication Consultant
- Marketing Coordinator
- Media Marketing Manager
- Online Marketing Manager
- Online/Digital Account Manager

- Online/Digital Marketer
- Optimization Specialist
- PPC Specialist/Manager
- PPC/Google Adwords Specialist
- PR and Media Specialist
- Paid Search Analyst
- Paid Search Manager
- Publisher Development Strategist
- SEO Analyst
- SEO Link Builder
- SEO Manager
- SEO Strategist
- Search Director
- Search Engine (SEM) Specialist/Manager
- Search Engine Optimization Specialist/Manager
- Search Marketing Manager
- Social Content Producer
- Social Listening Analyst
- Social Media Campaign Strategist
- Social Media Copywriter
- Social Media Manager
- Social Media Marketing Specialist
- Social Media Strategist
- Web Analytics Specialist

Web Design Foundations

- Web Master/Content Manager
- Web Designer
- Front-end Web Developer
- Web Information Architect
- Web Production Artist
- Web Product Designer
- Web-Client Services
- CRM Specialist
- UI/UX Designer
- Graphic Designer
- Photographers
- Interaction/User Experience Designer
- Art and Design Workers
- Writers and Editors
- Desktop Publishers
- Operations Specialist
- Administrative/Executive Assistant
- Secretaries
- Online/Digital Marketer
- Instructional Technology Designer
- Television, Video, and Motion Picture Camera Operators and Editors
- Helpdesk Support

- Software Developers, Applicationst
- Math and Computer Teachers, postsecondary
- Vocational Education Teachers, postsecondary
- Librarians, Curators, and Archivists
- Other Education, Training, and Library Occupations
- Miscellaneous Media and Communication Workers
- Other Office and Administrative Support Workers
- Designers, all other
- Computer Occupations, all other

Many other occupations involve web design, albeit not as a primary job function; these occupations are not listed here, but may be counted towards placement percentages if a significant part of the job duties are determined to involve web design.

Advanced Techniques in Web Design

- Web Master/Content Manager
- Web Designer
- Front-end Web Developer
- Web Information Architect
- Web Production Artist
- Web-Client Services
- CRM Specialist
- UI/UX Designer
- Graphic Designer
- Photographers
- Interaction/User Experience Designer
- Art and Design Workers
- Writers and Editors
- Desktop Publishers
- Operations Specialist
- Administrative/Executive Assistant
- Secretaries
- Online Marketer
- Instructional Technology Designer
- Television, Video, and Motion Picture Camera Operators and Editors
- Helpdesk Support
- Software Developers
- Math and Computer Teachers, postsecondary
- Vocational Education Teachers, postsecondary
- Librarians, Curators, and Archivists
- Other Education, Training, and Library Occupations
- Miscellaneous Media and Communication Workers
- Other Office and Administrative Support Workers
- Designers, all other
- Programmer, all other
- Computer Occupations, all other

Many other occupations involve advanced techniques in web design, albeit not as a primary job function; these occupations are not listed here, but may be counted towards placement percentages if a significant part of the job duties are determined to involve web design.

Front-End Web Development

- Web Master
- Web Designer
- Front End Web Developer
- Client-Side Developer
- Full Stack Developer
- Software Developer
- Dev Ops
- UI/UX Developer
- CSS Developer
- HTML5 Developer
- Front-end Architect
- Web Information Architect
- Interaction/User Experience Designer
- JavaScript Application Engineer
- Helpdesk Support
- Art/Design Director
- Content Strategist
- Writer, Copywriter, or Editor
- Product Manager
- SEO Specialist
- Database Administrator
- Sales engineers
- Architectural and engineering managers
- Engineering technicians, except drafters
- Drafters, engineering technicians, and mapping technician
- Engineering and architecture teachers, postsecondary
- Math and Computer Teachers, postsecondary
- Vocational Education Teachers, postsecondary
- Programmer, all other
- Engineers, all other
- Computer Occupations, all other

Server-Side Web Development

- Back End/Server-Side Web Developer
- .NET Developer
- Agile/Scrum Developer
- Web Analytics Developer
- Web Content Manager
- Full Stack Developer
- API Architect

- Back End Architect
- Big Data Engineer
- Business Intelligence Analyst
- Database Administrator
- Enterprise Engineer
- Network Engineer
- Architectural and engineering managers
- Engineering technicians, except drafters
- Drafters, engineering technicians, and mapping technician
- Engineering and architecture teachers, postsecondary
- Math and Computer Teachers, postsecondary
- Vocational Education Teachers, postsecondary
- Programmer, all other
- Engineers, all other
- Computer Occupations, all other

Mobile Development

- iOS Developer
- Android Developer
- Mobile Engineer
- Mobile Applications Developer
- Software Developer
- HTML5 Developer
- CSS Developer
- Interaction/User Experience Designer
- Back End/Server-Side Web Developer
- Front End Web Developer
- Full Stack Developer
- UI/UX Designer
- Graphic Designer
- Java/J2EE Developer
- Database Administrator
- Architectural and engineering managers
- Engineering technicians, except drafters
- Drafters, engineering technicians, and mapping technician
- Engineering and architecture teachers, postsecondary
- Math and Computer Teachers, postsecondary
- Vocational Education Teachers, postsecondary
- Programmer, all other
- Engineers, all other
- Computer Occupations, all other