Marketing Communication
Career Outlook 2014–2015

Marketing Communication Programs Available at Bemidji State University:
Major: Marketing Communication (B.S.) See separate Career Outlook for Mass Communication
Department Website: http://www.bemidjistate.edu/academics/departments/mass_communication/programs/

MAJOR HIGHLIGHTS:
Marketing Communication is an interdisciplinary major that combines the best advertising and public relations courses from the Mass Communications Department with the best marketing courses from the Business Administration Department. This unique hybrid major program is targeted towards those students who desire a career in the promotional area of the universal marketing mix. The marketing communication major is perfect for students interested in careers involving creativity, selling advertising, sales promotional tools, and the absolutely booming public relations, press secretaries, corporate relations, and media relations arenas.

EMPLOYMENT AREAS:
The "Occupational Outlook Handbook" reports that advertising, marketing, promotions, public relations, and sales managers held about 804,400 jobs in 2012, while advertising sales agents held about 154,600 jobs. Wholesale and manufacturing sales representatives held about 1.86 million jobs.

PROJECTED DEMAND FOR MARKETING COMMUNICATION MAJORS IN MINNESOTA:
MnCareers reports that the outlook for public relations specialists is good, with a median salary of $27.00 per hour and a highly competitive job market. Advertising salespeople hold approximately 2,970 jobs in Minnesota, with a median salary of $23.00 per hour. Growth in advertising sales positions is good, with internet and mobile knowledge in demand. Openings can be very competitive. In both fields, having an internship or other form of cooperative education experience can be helpful.

PROJECTED DEMAND FOR MARKETING COMMUNICATION MAJORS NATIONWIDE:
Focus™ reports that the nationwide demand for public relations specialists is expected to grow as fast as average through 2022, spurred by competitive and global business environment, with people established in their career generally earning between $38,740 and $72,180 per year. The National Association of Colleges and Employers reports the average annual salary for public relations specialists offered to baccalaureate candidates was $41,000 in 2012.

PLACEMENT INFORMATION FOR MARKETING COMMUNICATION GRADUATES:
There are many career opportunities for Bemidji State University Marketing Communication graduates. Of the Bemidji State University 2012-2013 Marketing Communication graduates, 60% reported obtaining related employment within one year of graduation. This does not include students who were not seeking employment, furthering their education, unavailable, or had unknown status.
A PARTIAL LIST OF EMPLOYERS WHO HAVE HIRED BSU MARKETING COMMUNICATION GRADUATES:  (This list only includes employment within one year of graduation.)

Access America Transport
AeroDesigns, Inc.
Aerotek
Aflac
Aflac
Agassiz Insurance
Arrow Advantage
Arrow Electronics
Buzztime
Canter & Associates
Colorado Rapids Kroevike Sports
Cortec Corporation
CU Companies
Design Angler Inc.
Digi-Key Corporation
Diversified Marketing
Dunn Brothers Coffee
Enterprise-Rent-A-Car
Epicor Software Corp.
FurnitureDealer.net
Ground Round
Haworth Marketing & Media
Hormel Foods
Independent Pinnacle Services
ING Direct
Johnson Bros. Liquor Company
Karvakko Engineering
Knapper's Building Design & Construction
Lifetime Fitness
Meet Minneapolis
Menards
Mid-America Festivals
Midwest Coca-Cola Bottling
Midwest Communications, Inc.
Minnesota Dept. of Public Safety
Minnesota Wild Hockey Team
Nashville Sounds
North Country Marketing LTD
Northwestern Mutual
OarFin Distribution
Office Max
Periscope Ad Agency
Pinnacle
Post-n-Ship LLC
R.P. Broadcasting
Rainy Lake Medical Center
Raven Works
Research Solutions
Roofing Restorations of America
Sanford Center
Stearns
Target
Target
Target

Freight Consultant
Community Coordinator
Recruiter
Insurance Agent
Sales Associate
Insurance Agent
Inside Sales
Inbound Sales
Marketing Representative
Sales Representative
Inside Sales Representative
Sales Associate
Marketing Assistant
Media Planner
Inbound Sales
Marketing Manager
Manager & Marketing Manager
Management Trainee
Global Development Representative
Brand Manager
Manager/Advertising
Assistant Media Planner
Sales Representative
Telephone Sales
Sales Associate
Sales Representative
Marketing & Sales Coordinator
Sales Representative
Membership Advisor
Promotional Marketing
Sales Trainer & Merchandise Specialist
Financial Representative
Publicist
Copy Max Supervisor
Project Manager
National Specialist
Director of Communications
Sales Representative
Director Materials Management
Partner/Sales
Researcher Marketing Assistance
Project Manager
Executive Assistant
Machine Leasing Representative
Executive Team Lead
Executive Team Lead
Management Trainee

Minneapolis, MN
Boston, MA
Maple Grove, MN
Bemidji, MN
Richmond, VA
Warroad, MN
Eden Prairie, MN
Eden Prairie, MN
Oakdale, MN
Salt Lake City, UT
Denver, CO
St. Paul, MN
New Brighton, MN
Bemidji, MN
Thief River Falls, MN
Coon Rapids, MN
Albertville, MN
Bemidji, MN
Minneapolis, MN
Burnsville, MN
Bemidji, MN
Pittsburgh, PA
Bemidji, MN
St. Cloud, MN
St. Paul, MN
Bemidji, MN
Brainerd, MN
Eagan, MN
Minneapolis, MN
Bemidji, MN
Shakopee, MN
Eagan, MN
Duluth, MN
St. Paul, MN
St. Paul, MN
Nashville, TN
Hugo, MN
Edina, MN
St. Louis Park, MN
Hutchinson, MN
Minneapolis, MN
Bemidji, MN
Fergus Falls, MN
Bemidji, MN
International Falls, MN
Maple Grove, MN
Minneapolis, MN
Kansas City, MO
Bemidji, MN
Albany, MN
Bemidji, MN
Minneapolis, MN
Moorhead, MN
COLLEGES AND UNIVERSITIES WHERE BSU MARKETING COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:

Bemidji State University, Bemidji, MN
Saint Mary's University of Minnesota, Minneapolis, MN

**Note 1:** Some of the above job/career titles require advanced degrees or specialized training.

**Note 2:** Degrees alone do not get students jobs. Internships, summer jobs, volunteer work, part-time jobs, work-study positions, and active participation in student organizations on campus are all ways to become more competitive in a tight job market.

**Note 3:** Personal Competencies: it is also recommended that individuals be competent in a variety of communication methods, and computer skills are a must.

**Bibliography:**
FOCUS II. Career Dimensions Incorporated, Manchester, NH (2015)

For more information, please contact the Career Services Office in Sattgast 207 or call us at 218-755-2038 or toll free at 800-657-3726.

For more job listings please visit:

[http://www.bemidjistate.edu/students/services/career/job_search/jobs/](http://www.bemidjistate.edu/students/services/career/job_search/jobs/)