Marketing Communication Career Outlook 2009-2010

Marketing Communication Programs Available at Bemidji State University:
Major: Marketing Communication (B.S.)
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 new 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 623,800 jobs in 2008 while advertising salespeople held about 170,000 jobs. Manufacturing and wholesale sales representatives held about 1.6 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 $25.70 per hour and a highly competitive job market. Advertising salespeople hold approximately 3,170 jobs in Minnesota, with an average salary of $19.00 per hour. Growth in advertising sales positions is good, but tends to fluctuate with the economy. 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:
The DISCOVER guidance system reports that the nationwide demand for public relations specialists is growing moderately at 1.8% with an average annual starting salary of $38,500 in 2009. The National Association of Colleges and Employers reports the average annual starting salary offered to baccalaureate candidates was $38,000 in 2009. The DISCOVER guidance system also reports advertising managers are experiencing slow growth at 0.6% and earn a $53,000 starting salary.

Placement Information for Marketing Communication Graduates:
There are many career opportunities for Bemidji State University marketing communication graduates. Of the Bemidji State University 2008-2009 marketing communication (B.S.) graduates, 66.7% 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 Communications Graduates:

<table>
<thead>
<tr>
<th>Employer</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aflac</td>
<td>Insurance Agent</td>
<td>Bemidji, MN</td>
</tr>
<tr>
<td>Anderson Windows</td>
<td>Unspecified</td>
<td>Kenmore, WA</td>
</tr>
<tr>
<td>Arrow Advantage</td>
<td>Inside Sales</td>
<td>Eden Prairie, MN</td>
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<tr>
<td>Arrow Electronics</td>
<td>In-Bound Sales</td>
<td>Eden Prairie, MN</td>
</tr>
</tbody>
</table>
A Partial List of Employers Who Have Hired BSU Marketing Communications Graduates:

Buzztime Marketing Representative Oakdale, MN
Canter & Associates Sales Representative Salt Lake City, UT
Charter Media Account Executive Bemidji, MN
City of Cass Lake Deputy City Clerk Cass Lake, MN
CU Companies Marketing Assistant New Brighton, MN
Diversified Marketing Marketing Manager Coon Rapids, MN
Dunn Brothers Coffee Manager & Marketing Manager Albertville, MN
Epicor Software Corp. Global Development Representative Minneapolis, MN
Haworth Marketing & Media Assistant Media Planner Minneapolis, MN
Independent Pinnacle Services Telephone Sales Bemidji, MN
Johnson Bros. Liquor Company Sales Representative St. Paul, MN
Knapper's Building Design & Construction Sales Representative Brainerd, MN
Lifetime Fitness Membership Advisor Eagan, MN
Meet Minneapolis Promotional Marketing Minneapolis, MN
Mid-America Festivals Sales Representative Shakopee, MN
Midwest Coca-Cola Bottling Pricing Assistant Eagan, MN
Midwest Communications, Inc. Marketing Consultant Duluth, MN
Minnesota Dept. of Public Safety Information Officer St. Paul, MN
Morris Communication (Brainerd Dispatch) Graphic Design Brainerd, MN
North Country Marketing LTD Sales Trainer & Merchandise Specialist Hugo, MN
OarFin Distribution Publicist St. Louis Park, MN
Office Max Copy Max Supervisor Hutchinson, MN
Periscope Ad Agency Project Manager Minneapolis, MN
Post-n-Ship LLC Director of Communications Fergus Falls, MN
Rainy Lake Medical Center Director Materials Management International Falls, MN
Raven Works Partner/Sales Maple Grove, MN
Russell Herder Account Coordinator Minneapolis, MN
TCF Bank Assistant Manager/Sales Shawnee, KS
Team Green Sales & Marketing Manager Rhinelander, WI
United Parcel Service Supervisor San Francisco, CA
University of California-Berkeley Budget Assistant Shakopee, MN
Wells Fargo Teller

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:
Bemidji State University Undergraduate Catalog 2006-2008. Bemidji State University, Bemidji, MN (2009)
DISCOVER. The American Testing Program, Educational Technology Center, Hunt Valley, MD (2009)

For more information, please contact the Career Services Office in 102 Sanford Hall or call us at 218-755-2038 or toll free at 800-657-3726.