Career Outlook 2018: Marketing Communication

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/

EMPLOYMENT AREAS AND PROJECTED DEMAND:
The "Occupational Outlook Handbook" (OOH) reports that advertising, marketing, promotions, sales, and public relations and fundraising managers held about 708,600 jobs in 2016, while advertising sales agents held about 149,900 jobs. Wholesale and manufacturing sales representatives held about 1.8 million jobs.

OOH reports that the nationwide demand for advertising, promotions, and marketing managers is expected to grow faster than average through 2026, with people established in their career generally earning between $44,950 and $208,000 per year. The median pay for 2016 was $100,810 per year.

PLACEMENT INFORMATION FOR MARKETING COMMUNICATION GRADUATES:
There are many career opportunities for Bemidji State University Marketing Communication graduates. Of the Bemidji State University 2015-2016 Marketing Communication graduates, 80% 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.

PARTIAL LIST OF EMPLOYERS WHO HAVE HIRED BSU MARKETING COMMUNICATION GRADUATES*: (This list only includes employment within one year of graduation.)

| Alexandria Area Economic Development | Community & Workforce Development Coordinator | Alexandria, MN |
| Cloquet Community Education | Marketing Coordinator | Cloquet, MN |
| Design Angler, Inc. | Digital Marketing Strategist | Bemidji, MN |
| Gopher Sport | Sales Representative | Owatonna, MN |
| Here and Now Photography | Owner/Photographer | Bemidji, MN |
| Northwestern Mutual | Financial Representative | Bemidji, MN |
| Q Market Research | Market Research Analyst | Eagan, MN |
| Vaaler Insurance | Client Services Coordinator | Grand Forks, ND |

*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.

Bibliography:
Annual Graduate Follow-Up Study 2015-2016. Bemidji State University, Bemidji, MN (2018)
Bemidji State University Undergraduate Catalog 2017-2018. Bemidji State University, Bemidji, MN (2017)

For more information, contact Career Services; Decker Hall/218-755-2038/career@bemidjistate.edu
For more job listings please visit:

http://www.bemidjistate.edu/students/services/career/job_search/jobs/

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