

Career Outlook 2019: 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/program

EMPLOYMENT AREAS AND PROJECTED DEMAND:

The "Occupational Outlook Handbook" (OOH) reports that advertising, marketing, promotions, sales, and public relations and fundraising managers held about 894,700 jobs in 2017, 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 \$48,150 and \$208,000 per year. The median pay for 2017 was \$106,130 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 2016-2017 Marketing Communication graduates, 87.5% 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.)

| | | |
|-------------------------------------|----------------------------------|-------------------|
| Arvig | Marketing Assistant | Perham, MN |
| Aspen Dental | Patient Service Representative | West St. Paul, MN |
| Brookdale Senior Living | Marketing Coordinator | Minnetonka, MN |
| City of Grand Rapids | Communications Specialist | Grand Rapids, MN |
| ConcealedCarry.com | Social Media Marketing Manager | Denver, CO |
| CW Technology | Outside Sales | Minneapolis, MN |
| Farmers Union Insurance | Office Branch Manager | Mahnomen, MN |
| Footlocker | Sales | Bemidji, MN |
| Hibbing HRA | Automobile Rental Clerk | Hibbing, MN |
| Master Trade Services, Inc. | Administrative Officer | Sauk Rapids, MN |
| OtterBase | Technical Recruiter | Minneapolis, MN |
| Sara Labraaten State Farm Insurance | Insurance Account Representative | Bemidji, MN |

COLLEGES AND UNIVERSITIES WHERE BSU MARKETING COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:

Bemidji State University, Bemidji, MN

Franklin University, Columbus, OH

*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 2016-2017](#). Bemidji State University, Bemidji, MN (2019)
- [Bemidji State University Undergraduate Catalog 2018-2019](#). Bemidji State University, Bemidji, MN (2018)
- [Occupational Outlook Handbook](#). U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2018)

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

For more job listings please visit:



<https://www.bemidjistate.edu/services/career/events-guides-resources/job-listings/>