Career Outlook: Marketing Communication

Marketing Communication Programs Available at Bemidji State University:

Major: Marketing Communication (B.S.) See separate Career Outlook for Mass Communication

Department Website: https://www.bemidjistate.edu/academics/departments/integrated-media/

EMPLOYMENT AREAS AND PROJECTED DEMAND:
The "Occupational Outlook Handbook" (OOH) reports that advertising, promotions and marketing managers held about 286,800 jobs in 2018, while advertising sales agents held about 147,900 jobs. Wholesale and manufacturing sales representatives held about 1.7 million jobs. Market research analysts held 681,900 jobs.

OOH reports that the nationwide demand for advertising, promotions, and marketing managers is expected to grow 8% (faster than average) through 2028, with people established in their career generally earning between $57,150 and $208,000 per year. The median pay for 2018 was $117,130 per year.

PLACEMENT INFORMATION FOR MARKETING COMMUNICATION GRADUATES:
There are many career opportunities for Bemidji State University Marketing Communication graduates. Of the 34 Bemidji State University 2017-2018 Marketing Communication graduates, 100% 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.)

Aspire Insurance  Personal Lines & Marketing Manager  Gilbert, MN
Bemidji Aviation Services, Inc.  Shipping Receiving Specialist  Bemidji, MN
Delaware North Sportserve  Commissary Supervisor  Minneapolis, MN
Express Scripts  Information Technology Manager  Bloomington, MN
Freeman  Client Solutions Manager  St. Paul, MN
Harcoza, Inc.  HR Manager  Chicago, IL
Honey Stinger  Partnership Coordinator  Steamboat Springs, CO
Huff Entertainment  Event Staff & Hospitality Manager  Brainerd, MN
Narvelson Management  Marketing & Events Coordinator  Breezy Point, MN
Pacifico Ford  Internet Marketing Manager  Philadelphia, PA
Paul Bunyan Broadcasting  News Director  Bemidji, MN
Sanford Health  Patient Access Specialist  Bemidji, MN
Target Corporation  Sr. TSS Operations Specialist  Minneapolis, MN
Taylor Communications  Marketing Specialist  Minnetonka, MN
United Way of Bemidji  Community Engagement Coordinator  Bemidji, MN

COLLEGES AND UNIVERSITIES WHERE BSU MARKETING COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:
- Purdue University, West Lafayette, IN

*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 2017-2018. Bemidji State University, Bemidji, MN (2020)
- Bemidji State University Undergraduate Catalog 2019-2020. Bemidji State University, Bemidji, MN (2020)

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/

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