

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 314,900 jobs in 2019, while advertising sales agents held about 139,200 jobs. Wholesale and manufacturing sales representatives held about 1.7 million jobs. Market research analysts held 738,100 jobs.

OOH reports that the nationwide demand for market research analysts is expected to grow 18% (much faster than average) through 2029, with people established in their career generally earning between \$34,350 and \$122,630 per year. The median pay for 2019 was \$63,790 per year.

PLACEMENT INFORMATION FOR MARKETING COMMUNICATION GRADUATES:

There are many career opportunities for Bemidji State University Marketing Communication graduates. Of the 23 Bemidji State University 2018-2019 Marketing Communication graduates, 94.1% 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.)

A & C Metals & Sawing	Operations Analyst	Blaine, MN
Aramark Food Service	Marketing Assistant	Bemidji, MN
Ballard's	Assistant Manager	Baudette, MN
Delta Air Lines	Customer Solutions Supervisor	Minneapolis, MN
Ecolab	Territory Sales Manager	Miami Beach, FL
Em En Design	Marketing Manager	Rochester, MN
Navigate Logistics	Intermodal Operations	Mendota Heights, MN
Norby's Work Perks	Salesperson	Grand Forks, ND
Penske	Branch Rental Manager	Blaine, MN
R.S. Hughes Co., Inc.	Business Development	Brooklyn Park, MN
Sephora	Product Consultant	Bemidji, MN
Target	Sr. HR Operations Center Specialist	Minneapolis, MN
Thomson Reuters	PPC Coordinator	Eagan, MN
UnitedHealth Group	Provider Outreach Team	Eden Prairie, MN

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

- Bemidji State University, Bemidji, MN
- Hamline University, St. Paul, MN

*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 2018-2019](#). Bemidji State University, Bemidji, MN (2021)
- [Bemidji State University Undergraduate Catalog 2020-2021](#). Bemidji State University, Bemidji, MN (2021)
- [Occupational Outlook Handbook](#). U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (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/>



BEMIDJI STATE UNIVERSITY | 2018 - 2019

GRAD STATS

FROM STUDENTS SURVEYED ONE YEAR POST-GRADUATION

CONNECTING STUDENTS TO CAREERS

TOP EMPLOYERS

1. SANFORD HEALTH
2. BEMIDJI AREA SCHOOLS
3. ESSENTIA HEALTH
4. LEECH LAKE BAND OF OJIBWE
5. SCHOOLCRAFT LEARNING COMMUNITY
6. ATHLOS LEADERSHIP ACADEMY
7. CLIFTONLARSONALLEN
8. NORTH HOMES CHILDREN & FAMILY SERVICES
9. RED LAKE SCHOOL DISTRICT
10. ALTRU HEALTH SYSTEM
11. BEMIDJI MIDDLE SCHOOL
12. FAIRVIEW HEALTH SERVICES
13. MAYO CLINIC
14. PARK RAPIDS AREA SCHOOLS
15. WANZEK CONSTRUCTION

87.7% OF

1,191

TOTAL GRADUATE AWARDS WHO RESPONDED

*95.4%

EMPLOYED WITHIN ONE YEAR OF GRADUATION

*89.7%

EMPLOYED IN A RELATED FIELD WITHIN ONE YEAR OF GRADUATION

15.8%

ARE CONTINUING THEIR EDUCATION



CAREER SERVICES

CAREER SERVICES | 218.755.2038 | CAREER@BEMIDJISTATE.EDU

*DOES NOT INCLUDE NOT SEEKING, CONTINUING EDUCATION, UNAVAILABLE FOR EMPLOYMENT, AND STATUS UNKNOWN. * THIS DOCUMENT IS AVAILABLE IN ALTERNATIVE FORMATS. PLEASE CONTACT ACCESSIBILITY SERVICES OFFICE (DECKER 202) AT (218) 755-3883, OR E-MAIL ACCESSIBILITY@BEMIDJISTATE.EDU. IF AN INTERPRETER IS NEEDED, TWO WEEKS NOTICE IS REQUESTED. ALSO AVAILABLE THROUGH THE MINNESOTA RELAY SERVICE AT 1-800-327-3529.