

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 316,800 jobs in 2020, while advertising sales agents held about 115,100 jobs. Wholesale and manufacturing sales representatives held about 1.6 million jobs. Market research analysts held 740,900 jobs.

OOH reports that the nationwide demand for market research analysts is expected to grow 22% (much faster than average) through 2030, with people established in their career generally earning between \$35,380 and \$127,410 per year. The median pay for 2020 was \$65,810 per year.

PLACEMENT INFORMATION FOR MARKETING COMMUNICATION GRADUATES:

There are many career opportunities for Bemidji State University Marketing Communication graduates. Of the 24 Bemidji State University 2019-2020 Marketing Communication graduates, 86.7% 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.

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

| | | |
|---------------------------------|--|-----------------|
| Delta Dental of Minnesota | Customer Service Representative | Bemidji, MN |
| Hirschfield's | Sales Associate | Chaska, MN |
| Housley Homes Realty | Agricultural Real Estate Agent | Stillwater, MN |
| Lake Area Technical College | Diversity, Equity, and Inclusion Coordinator | Watertown, SD |
| Lakeland PBS | Closed Captioning/Operator of Teleprompt | St. Paul, MN |
| Minnesota Whitecaps of the NWHL | Social Media Marketing Intern | Minneapolis, MN |
| Pinnacle Marketing Group | Marketing Strategist | Bemidji, MN |
| Pinnacle Marketing Group | Account Manager | Bemidji, MN |
| State of Minnesota | Management Analyst | St. Paul, MN |
| United Health Care | Medicare Telesales Agent Rotational Prog | Minnetonka, MN |
| Walker Pilot-Independent | Multimedia Account Executive | Walker, MN |

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

- Bemidji State University, Bemidji, MN (x2)
- Concordia University, St. Paul, MN
- St. Catherine 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 2019-2020. Bemidji State University, Bemidji, MN (2022)
Bemidji State University Undergraduate Catalog 2021-2022. Bemidji State University, Bemidji, MN (2022)
Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2021)

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/>