

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 347,000 jobs in 2021, while advertising sales agents held about 100,700 jobs. Wholesale and manufacturing sales representatives held about 1.6 million jobs. Market research analysts held 792,500 jobs.

OOH reports that the nationwide demand for market research analysts is expected to grow 19% (much faster than average) through 2031, with people established in their career generally earning between \$37,570 and \$128,320 per year. The median pay for 2021 was \$63,920 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 2020-2021 Marketing Communication graduates, 82.4% 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.)

| | | |
|--------------------------|----------------------------------|-------------------|
| AppSumo | Business Development Associate | Austin, TX |
| Bemidji Pioneer | Reporter | Bemidji, MN |
| EGPS, INC. | Marketing Specialist | New York, NY |
| GrayBar | Inside Sales | Minneapolis, MN |
| Laney's Mechanical Inc. | Marketing/Office Assistant | Detroit Lakes, MN |
| Mikaba Media | Producer | Milan, MN |
| Pinnacle Marketing Group | Sales Support | Bemidji, MN |
| Princeton Golf Course | Marketing/Social Media Assistant | Princeton, MN |
| Self Employed | Owner | Pequot Lakes, MN |
| The Odom Corporation | Merchandiser | Seattle, WA |
| Verizon | Sales and Solutions Specialist | Bemidji, MN |

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

- Bemidji State University, Bemidji, MN
- Boise State University, Boise, ID
- University of Denver, Denver, CO

*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 2020-2021. Bemidji State University, Bemidji, MN (2023)
Bemidji State University Undergraduate Catalog 2022-2023. Bemidji State University, Bemidji, MN (2023)
Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2022)

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

For more job listings please visit:

Handshake

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



Bemidji State University is an affirmative action, equal opportunity educator and employer. This document is available in alternate formats to individuals by: 800.475.2001 | 218.755.3883 | accessibilityservices@bemidjistate.edu