

# 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
Deleware North Sportservice	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)
- [Occupational Outlook Handbook](#). U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2019)

**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/>