Option: Marketing

A business degree with a concentration in marketing is a flexible option for students and can be applied to practically every industry and organization.

Common career paths include brand or product managers, marketing managers, sales managers, advertising managers, as well as jobs in online retailing, the non-profit sector, or as an entrepreneur or business owner.

Marketing is unique because it is progressive. From the jobs listed to new career opportunities in areas such as SEO (search engine optimization) or social media marketing, new jobs are created as business needs change and new marketing tools like social media grow in popularity.

WHO HIRES MARKETING GRADUATES?

Some marketing professionals begin their career in sales. Others will pair additional training in graphic design or web design to pursue jobs with advertising agencies. There are also many opportunities in non-profit organizations.

ADDITIONAL CERTIFICATIONS:

There isn’t a standard “marketing accreditation” a marketer can obtain, but certain job categories will have designations you can work towards. Because the marketing industry is ever-evolving, it is recommended that you keep up with trends in the field through industry periodicals, networking, workshops, and continuing education courses.

RECENT GRADUATES:

Carlee Benson ’15
Associate Producer, R/GA
Mountain View, California

Diego Campos ‘14
Associate Marketing Consultant, Elixiter
Bozeman, Montana

Information below collected by the Jake Jabs College of Business & Entrepreneurship

WHO HIRES OUR MARKETING STUDENTS?

Here are some examples of employers who have hired our marketing students (some double majors) either as an intern or employee (2010-2015):

- Alaska/Horizon Airlines
- BlueJeans
- Boeing
- Cisco Systems, Inc.
- Costco
- Enterprise Rent-A-Car
- HUB International
- Kiewit
- Nabisco/Mondelez
- Nordstrom
- Northwestern Mutual

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HUB International
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Nordstrom
Northwestern Mutual

2014 Graduate Survey
- MSU Career Services -

Average Starting Salary: $38,434
88% of respondents are working full-time, part-time, or continuing their education.

For more info: www.montana.edu/business/prospective-students/career-employment-information.html