

Business Administration, BS

Marketing Option

Which employers have hired MSU Billings Marketing graduates?

Enterprise Rent-A-Car	Farmers Insurance	Billings Outlaws	
First Interstate Bank	Kraft Foods	Zoot Enterprise	
Big Sky State Games	First Montana Title	Home Science Tools	
Lee Enterprises	Bottega Clothing	Clear Channel Radio	

What are the average annual wages and potential lifetime earnings for professionals working in the Marketing field?

Occupation	Annual Mean Wage in MT*	Potential Lifetime Earnings*	
Marketing Specialist	\$69,500 - \$75,710	\$68,230 x 39 yrs = \$2,660,970	
Convention & Event Planner	\$30,420 - \$49,060	\$52,560 x 39 yrs = \$2,049,840	
Public Relations Specialist	\$43,800 - \$62,660	\$67,440 x 39 yrs = \$2,630,160	
Marketing Manager	\$126,730 - \$134,670	\$140,040 x 39 yrs = \$5,461,560	
Fundraising/Development Director	\$63,600 - \$98,960	\$107,390 x 39 yrs = \$4,188,210	

* Based on the state mean and national median wage of occupation per the U.S. Bureau of Labor Statistics. Lifetime earnings are based on the national median wage.

What percentage of Marketing graduates report having a job after graduating?

Out of the 59% of 2024 Marketing graduates that we received grad data on, **92% reported being employed* after graduation.**

* Employment includes employment in major, employment not in major, continuing education, and military service.

Not sure if Marketing is for you?

1. Take an introductory class in the program, such as Introduction to Business. Keep mental notes or a journal to track what you like and dislike!

Employment opportunities with advanced degrees or experience:

- Advertising Director
- Advertising Account Executive
- Market Research Analyst
- Public Relations Executive

2. Get a part-time job in the field. Check out CareerLink by scanning the QR Code for the latest job openings!



BUSINESS ADMINISTRATION MARKETING

Overview of the Marketing program:

That catchy jingle, that distinctive symbol or image, and all the other cues we associate with a specific product become stuck in our brains thanks to marketing. Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers. Through strategic thinking, business insight, and carefully-designed communications, marketing specialists ultimately help organizations identify and satisfy customer needs.

What makes your program unique?

The business programs at MSUB are accredited by AACSB, the premier accrediting body ensuring quality in academic business programs. The standards required by AACSB accreditation put MSUB's College of Business and its programs in the top 5% of business schools in the world.

Courses are taught by professors with work experience in the marketing field.

Marketing students get to plan an actual ad campaign for a regional non-profit organization. They gather data about the organization, the target audience, and create the print, radio, and TV ads.

What students like most about the Marketing program:

Students like the flexibility of choosing to take courses on campus, remotely through videoconferencing, or online. This flexibility allows students to complete their degree wherever they are.

Marketing students have the opportunity to gain hands-on experience by doing marketing work through a paid internship .

After graduation, students are prepared to pursue careers in a number of marketing fields and areas, such as advertising, promotions, market research, public relations, and sales management.



Program Webpage:

<https://www.msubillings.edu/cob/marketing/index.htm>

