Business Administration, B.S.

Marketing

Which employers have hired Montana State University Billings Marketing graduates?

<table>
<thead>
<tr>
<th>Employer</th>
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<tbody>
<tr>
<td>Enterprise Rent-A-Car</td>
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<tr>
<td>Turley Dental</td>
</tr>
<tr>
<td>First Interstate Bank</td>
</tr>
<tr>
<td>Kraft Foods</td>
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<tr>
<td>Billings Clinic</td>
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<tr>
<td>St. Vincent Healthcare</td>
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</table>

What is the average annual wage/potential lifetime earnings for professionals working in the Marketing field?

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Annual mean wage in MT</th>
<th>Potential lifetime earnings*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing/Advertising Manager</td>
<td>$71,400—$118,130</td>
<td>$133,380 x 39 yrs.= $5,201,820</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>$131,210—$140,730</td>
<td>$127,490 x 39 yrs.= $4,972,110</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>$39,960—$58,850</td>
<td>$62,800 x 39 yrs.= $2,449,200</td>
</tr>
</tbody>
</table>

*Based on state mean and national median wage of occupation in accordance to the U.S. Bureau of Labor Statistics. Lifetime earnings is national median wage.

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

Out of the 78% of 2022 Marketing graduates that we received grad data on, 100% reported being employed* after graduation.

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

Employment opportunities with advanced degrees:

- Marketing Director
- Sales Manager
- Public Relations Executive
- Account Executive

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.

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

Career & Employment Services

E-mail: careers@msubillings.edu  Phone: (406) 657-2168
Web: www.msubillings.edu/careers

Date Updated: Summer 2023
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