PRESS RELEASE
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BUSINESS CAREERS GROW AS U.S. UNEMPLOYMENT FIGURES STABILIZE AT 9.1 PERCENT

Rasmussen College launches new business degree programs to meet the needs of the workforce

BLOOMINGTON, MN (Oct. 27, 2011) – The U.S. Bureau of Labor Statistics Employment Situation Report recently reported that although the national unemployment rate held at 9.1 percent, employment in professional and business services increased by 48,000 over the month, and has grown by 897,000 since a recent low in September 2009. To meet the needs of the workforce, Rasmussen College has announced the offering of two business degree programs for students looking to complete their Bachelor’s degree quickly.

The Bachelor’s Degree Completion Program, AcceleratED, is now enrolling online students for the Marketing degree and a Human Resources and Organizational Leadership degree. Classes in these programs are fully online and feature industry-leading instructors in an accelerated 18 month program.

The Bureau of Labor Statistics reports that overall employment is projected to grow by 22 percent between 2008 and 2018, much faster than the average for all occupations. The growth is cited to be spurred by legislation revising occupational safety and health, equal employment opportunity, wages, healthcare, retirement plans, and family leave standards. The overall employment in marketing is expected to increase by 13 percent through 2018, the Bureau cites.

“Our School of Business caters to the demands of the market by providing relevant business education, specialized career training, and professional skills development to help individuals become progressive leaders in today’s global marketplace,” said Kathy Heldman, director of the School of Business at Rasmussen College. “With the launch of the Human Resources and Organizational Leadership and Marketing Bachelor’s degree programs, we prepare graduates to enter the workforce in high-demand occupations while meeting the needs of busy professionals.”

Rasmussen College also offers multiple additional business degree Bachelor and Associate-level programs—in Healthcare Management, Marketing and Sales, Business Management, Public Accounting, and Accounting—all of which are driven by employment opportunity. These leading-edge programs are developed by industry professionals and designed to give you the relevant knowledge and skills sought after by employers in a variety of industries.

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ABOUT RASMUSSEN COLLEGE
An innovator of higher education, Rasmussen College is a career-focused, private college that specializes in offering the most in-demand degree programs in a highly supportive, student-centered educational environment. Rasmussen College offers market-relevant programs from the certificate and diploma level through the associate’s and bachelor’s level online and across its 22 campuses in the Midwest and Florida to more than 15,000 students. By combining its expertise in career development with high academic standards and with unparalleled student support services, graduates of Rasmussen College leave with the most up-to-date knowledge, the skills that employers look for, and the tools to succeed in their chosen field. Since 1900, the primary focus at Rasmussen College has remained constant: student achievement is of the upmost importance, the employer who hires its students continues to be a valued partner, and Rasmussen College is dedicated to being a primary contributor to the growth and development of the communities it serves. For more information about Rasmussen College, please visit www.Rasmussen.edu.

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