



FIRST DESTINATION REPORT

August 2018, December 2018 & May 2019

MARKETING MAJOR



102 students graduated with marketing degree

101 marketing graduates responded

POST-GRADUATION ACTIVITY AMONG RESPONDERS

	# of students	% of responses
Employed full-time	86	85.1%
Enrolled in graduate school	6	5.9%
Military	*	*%
Post-graduate service	*	*%
Employed part-time	*	*%
School part-time	0	0%
Planning to attend graduate school	*	*%
Other ¹	0	0%
Seeking	*	*%

¹ Not seeking employment and not continuing education.

**Data is reported when 5 or more students in a major pursued the post-graduation option. Data is collected through a self-reported student survey, faculty and LinkedIn input.*

FULL-TIME SALARY

among all marketing graduates

Range	\$18,000 - \$80,000
Average	\$48,739
Median	\$50,000

FULL-TIME SALARY

among graduates in marketing roles

Range	\$18,000 - \$71,000
Average	\$46,601
Median	\$50,000

SIGNING BONUS

among graduates in marketing roles

Number of Signing Bonuses	14
Average Bonus	\$4,607

EMPLOYERS

- | | | |
|-----------------------------------|---|--------------------------------------|
| Accelogix | Baird | Crate and Barrel |
| Allied | Borgman Capital | Discovery Days Childcare |
| American Freight | Britten Inc | Ernst & Young |
| Anixter | Brooksource | Fairborn Equipment |
| Aon | Caesars Entertainment | Ferd Johnson Painting and Decorating |
| ARPWave USA | Capgemini | FIS |
| Associated Equipment Distributors | Carroll Kelly Trotter Franzen & McBride | Fiserv |
| Associated Spring Milwaukee | Cerner | Ford Motor Company |
| Aurora Health Care | Coyote Logistics | GE Healthcare |

EMPLOYERS (CONTINUED)

GE Transportation (Wabtec)
GMR Marketing
Gourmondo
International Sports Management
IRI
ITW
Jim Donahue
Jimano's Pizza
Johnson Controls
Johnsonville Sausage
JP Morgan Chase
Kohl's Department Stores
KPMG
Lake Effect Co.
Lakeland Tool & Engineering
Marquette University
Mayco
MillerCoors

Motorola Solutions
Museums of the Web
NFA
Nielsen
Northern Trust
Northwestern Mutual
Orbis Holographics
Provisio Partners
Rad Power Bikes
Red Bull
Redwood Logistics
Reinhart Boerner Van Deuren S.C.
Rexnord
RHM Staffing Solutions
Saraphi House
Schroeder Solutions
ShipBob, Inc.
Showpad

Spire Systems Inc.
SpotHopper
State6
Surface Shields
Systems Research Inc.
Target
Tessera Publishing
Third Bridge
Three Pillars Initiative
TMP Worldwide
TTI
Underwriter Laboratories
UPS
USPBL
Vertiv Co.
Victoria's Secret
Wintrust Financial Corporation
Yelp

POSITION TITLES

Account Coordinator
Account Executive
Account Manager
Administrative Marketing Assistant
Analyst
Applications Consultant
Beauty Manager
Business Development Consultant
Business Development Representative
Business Intelligence Analyst
Business/Sales Development
Representative
Campus Recruiter Coordinator
Carrier Sourcing Representative
Channel Account Representative
Chief of Marketing and Development
Client Consulting Analyst
Commercial Leadership Development
Program
Compliance Examiner
Consultant
Consumer Insights Analyst
Content Writing Intern
Conversion Analyst I
Corporate Events and Conference
Services Intern
Credit Analyst
Customer Relations Account Manager
Customs Broker assistant
Delivery Driver
Demand Planner

Department Specialist
Digital Marketing Specialist
Dimension Architecture Analyst
Event Coordinator
Event Marketing Specialist
Field Sales and Marketing
Representative
Finance Leadership Development
Program Associate
Financial Management Program
Ford College Graduate Program: Zone
Manager
Global Funds Services Associate
Accountant
Graduate Assistant
Help Desk Analyst
Home Equity/ Refinance Lender
HR Analyst | HRLDP
HR Specialist
Human Resources Shared Services
Rep I
Inventory Management Buyer
Investor Relations and Marketing
Associate
IT Audit and Assurance Associate
IT Support
Law Clerk
Marketing Coordinator
Marketing Intern
Marketing Lead Assistant
Merchandise Analyst

National Account Executive
Office Coordinator
On-Premise Sales
Operations Manager
Operations Specialist
Painter
Product Marketing Associate
Product Specialist
Program Officer
Project Analyst
Project Assistant
Project Manager
Recruiter
Recruiting Coordinator
Retreat Leader
Sales
Sales and Marketing Representative
Sales and Marketing Specialist
Sales Representative
Service Representative
Staff
Student Marketeer
Supervision Analyst
Supervisor
Supply Chain Leadership Development
Program
Technical Analyst
Technical Recruiter
Technology Associate, Emerging
Leaders Program