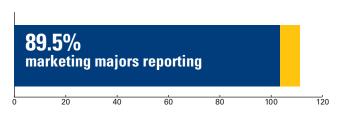


FIRST DESTINATION REPORT

August 2019, December 2019 and May 2020

MARKETING MAJOR



number of marketing majors

f 114 students graduated with marketing degree

102 marketing graduates responded

POST-GRADUATION ACTIVITY AMONG RESPONDERS

	# of students	% of responses
Employed full-time	78	76.5%
Enrolled in graduate school	6	5.9%
Military	0	0%
Post-gradudate service	0	0%
Seeking	18	17.6%

^{*}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	\$30,000 - \$78,000
Average	\$52,308
Median	\$50,000

Median \$50,000 FULL-TIME SALARY

among graduates in marketing roles

Range \$45,000 - \$72,000 **Average** \$46,874

Median \$45,250

SIGNING BONUS

among graduates in marketing roles

Number of Signing Bonuses 5 **Average Bonus** \$2,750

EMPLOYERS

ABT Electronics Baker Tilly Accelerated Analytical Labs **Bartsch Management** Accelity **BC** Adhesives Action Enterprise Logistics BelAir Cantina Inc. Advantage Solutions BlueGrace Logistics Airbnb Host Broadcast Music, Inc. Aon Corporation Capgemini Children's Wisconsin Associated Bank Azul Partners Inc. Clarios Baird Colliers International

Continental Electrical Construction Company Crate and Barrel Direct Supply EquipmentShare Eze Software FIS Fiserv Founders 3 Real Estate Services

Founders 3 Real Estate Services
Froedtert Health

EMPLOYERS (CONTINUED)

G2 Gallagher

Gallagner

Good Karma Brands Guard Street Partners, LLC

Huron Capital Intouch 7 ITONICS GmbH

Jockey

Jones Lang Lasalle KLS Martin Group

KPMG Kroff, Inc. Martin Brower Medasource

Medline Industries, Inc.

Minnetronix Medical

National Bobblehead Hall of Fame and

Museum Nestle OptumRx PGA Minnesota

PMA Financial Network, LLC

Proxima PwC

Qatar Airways

Quad

Racine Unified School District

Rockwell Automation

SC Johnson Shift Digital StreamLight RGB Stride Financial Synergy Flavors Techtronic Industries

The Dieringer Research Group The Master Lock Company

Thrivent Financial

WWBIC

TTI
U.S. Bank
United Rentals
V2Force - Salesforce
Warner Music Group
Wintrust Bank

POSITION TITLES

Account Administrator
Account Executive

Account Management Operations

Coordinator

Assistant Property Manager

Associate
Associate Broker

Associate Client Executive

Associate Consultant Employee Rewards

and Executive Compensation
Associate Engagement Specialist

Associate HR Generalist Associate Product Manager

Audit Staff

Bilingual Long Term Substitute Teacher

Business Consultant

Business Development Manager Business Development Representative

Buyer

Carrier Sales Executive Client Services Manager

Consultant

Consumer Care Rep

Coordinator, Warner Music U Corporate Engagement Intern

Corporate Trainee

Customer Supply Chain Analyst

Customer Support Specialist

Data Analyst

Digital Marketing Specialist
Digital Media Specialist
Email Marketing Associate
Entry Level IT Consultant
Event Marketing Specalist

Field Readiness Communication Specialist Field Sales and Marketing Representative

Flight attendant

Founder

Human Resources Coordinator Inside Sales Account Manager Inside Wireman Apprentice

Intern

Internal Marketing Insight IT Audit Consultant

IT Early Career Rotational Program

LIfe Insurance Specialist

Marketing Facilitator - ESPN Milwaukee

Marketing Intern NAFI Sales Executive I OCM Consultant

Online Marketplace Account Coordinator

Post-Acute Inside Sales Associate

Private Equity Intern Procurement Analyst Producer Associate

Product Development Management

Specialist Project Manager Project Support Analyst

Public Finance Marketing Coordinator

Real Estate Market Analyst Regional Sales Associate REMS Coordinator

Risk, Internal Audit, and Cybersecurity

Staff Consultant

Rotational Credit Analyst Rotational Program Sales Analyst Sales Associate Sales Representative Salesforce Administrator

SAP Consultant Securities Specialist Supply Planner

Tenant Services Representative Territory Account Manager Tournament Operations Intern

Translator/Customer Service/Management

Vendor Incentives Administrator

Wayfinding Specialist Wealth Manager

GRADUATE SCHOOLS

Marquette University St. Francis de Sales Seminary University of Notre Dame University of Ottawa University of San Francisco