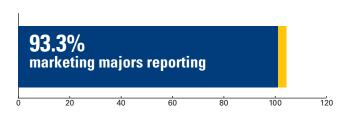


FIRST DESTINATION REPORT

August 2020, December 2020 and May 2021

MARKETING MAJOR



number of marketing majors

students graduated with marketing degree marketing graduates responded

POST-GRADUATION ACTIVITY AMONG **RESPONDERS**

	# of students	% of responses
Employed full-time	88	90.7%
Enrolled in graduate school	6	6.2%
Military	0	0%
Own business	*	*%
Seeking	*	*%

^{*}Data is reported when 3 or more students in a major pursued the post-graduation option. Data is collected through a self-reported student survey, faculty and Linkedln input.

FULL-TIME SALARY

among all marketing graduates

\$20,000 - \$77,000 Range **Average** \$53,118 Median \$53,050

SIGNING BONUSES

among all marketing graduates

Number of Signing Bonuses Reported

Average Signing Bonus

\$4,083

Signing bonus information is reported when at least 5 graduates received a signing bonus.

EMPLOYERS

Accenture Amazon

American Marketing & Publishing

Artisan Partners

AT&T

Badger Meter Inc.

Baird

Breakaway Basketball

Capgemini

Choe Global Markets **Continental Properties**

Cushman and Wakefield Dieringer Research Group **Ecolab** Ed Farm

Everspring FIS

Ford Motor Company

Founders 3 Real Estate Services

Gallagher **GE** Healthcare

Goldfish Swim School - Northbrook

Google Gravy

Greenstone Partners

Groupon

HBR Consulting **HCL** Technologies

hntb Hydrite

Implecho

Jared Galleria of Jewelry Joe Hand Promotions Johnson Controls Inc.

Kohl's

Konz Wood Products

Lamplight

Lincoln International LLC

Little Ceasars

EMPLOYERS (CONTINUED)

Marcus & Millichap

MassDrive, a Bindable Company

Meijer MetLife Michael Page

Mid-America Real Estate Group

Mintel

Monster Energy Motorola Solutions MYCO USA

Nolan Transportation Group (NTG)

nVent

Ogden & Company OpenGov Inc. Precision Value

Racine Unified School District

Rep1 Sports Samsara Sherwin Williams Spark Foundry SportsRecruits Stairway Partners, LLC

TEKsystems

The Redmond Company

Trilogy Real Estate Group

Tron Solar TTI U.S. Bank

Uline

Varsity Campus Victory Innovations

West China Public Information Corporation

Wintrust Financial Corporation

POSITION TITLES

Account Development Representative

Account Executive
Account Representative
Account Sales Representative
Alternative Investments Associate

Artist Management Asset Managment Analyst Assistant General Manager

Assistant Manager

Associate

Associate Account Strategist

Associate Buyer

Associate, Media Planning

Bilingual Long Term Substitute Teacher

Business Analyst (BA)

Business Development Associate
Business Development Representative

Buyer

Carrier Coverage Representative

Client Coordinator Client Service Associate

Coach

Commercial Real Estate Broker

Consultant

Consumer Engagement Marketer

Contract Researcher Credit Analyst

Customer growth specialist

Data and Analytics Specialist Development Associate Event Marketing Specialist Event Partnership Specialist

Executive Assistant

Executive Management Training Program

Facilities Coordinator

Field Marketing Representative

Field Sales & Marketing

Field Sales and Marketing Representative

Financial Analyst Investment Analyst

Investment Technology Analyst

Manager

Marketing & Client Data Analyst
Marketing Analyst and Assistant Recruiter

Marketing Associate
Marketing Coordinator
Marketing Generalist
Marketing Lead Specialist

Marketing Leadership Development

Program

Marketing Research Coordinator

Marketing Specialist

Marketing Strategy Coordinator
MS&S Field Zone Manager
Mutual Fund Administration 1
Operations Area Manager
Order Processing Associate
Procurement Analyst
Project Assistant

Procurement Analyst
Project Assistant
Project Coordinator
Project Support Analyst
Recruitment Consultant
Research Analyst
Sales Agent

Sales Associate and Jewelry Consultant

Sales Development Representative

Sales Representative Single Store Representative Street Team Representative

Supply Chain Development Program

Associate

Technical Consultant Technical Recruiter

Technology Platform Analyst Transaction Coordinator

GRADUATE SCHOOLS

Florida Institute of Technology Marquette University University College London