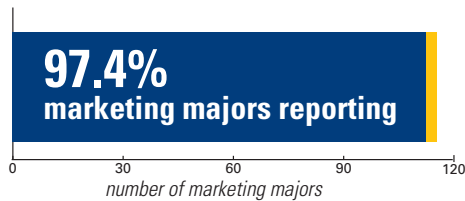




# FIRST DESTINATION REPORT

August 2015, December 2015 & May 2016

## MARKETING MAJOR



**117** students graduated with marketing degree

**114** marketing graduates responded

### POST-GRADUATION ACTIVITY AMONG RESPONDER

	# of students	% of responses
Employed full-time	100	87.7%
Employed part-time	0	0%
Enrolled in graduate school	7	6.1%
Internship	0	0%
Military	*	*%
Not seeking	*	*%
Own business	0	0%
Planning to attend graduate school	0	0%
Seeking	*	*%
Service	*	*%

*\*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 and faculty and LinkedIn input.*

### FULL-TIME SALARY

*among all marketing graduates*

<b>Range</b>	\$28,000-\$85,000
<b>Average</b>	\$46,383
<b>Median</b>	\$45,000

### FULL-TIME SALARY

*among graduates in marketing roles*

<b>Range</b>	\$28,000-\$85,000
<b>Average</b>	\$41,918
<b>Median</b>	\$40,000

*Within this group 5 students were offered signing bonuses*

**Average signing bonus** \$3,400

## EMPLOYERS

Accenture  
Acosta Sales and Marketing  
Actuant Corporation  
Advicent Solutions  
Aldi Foods  
Amazon  
Anixter  
Associated Bank  
Bon-Ton  
Brady Corp  
Capgemini  
CaraFlow  
CBRE  
CDW  
Creative Artists Agency  
Crescendo Collective

Department of Defense  
DialogTech  
Direct Supply  
Discover Financial Services  
Enterprise Rent-A-Car  
FIS Global  
Forsythe Technology  
GE Healthcare  
Grainger  
Grant Thornton  
Harley-Davidson  
HD Supply Whitecap  
Ignite  
IRI  
James Hardie  
Kohler Co.

Kohl's  
Lagestee-Mulder Real Estate  
Laughlin Constable  
Lavelle Industries  
League Collegiate Outfitters  
Legrand  
ManpowerGroup  
Medovations  
MillerCoors  
New Land Enterprises  
Northern Trust  
Northwestern Mutual  
Otis Elevator  
Palermo's Pizza  
Patch of Land  
Perficient

## EMPLOYERS (CONT.)

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PricewaterhouseCoopers  
Progressive Insurance  
Proxima Inc.  
Quad Graphics  
Rent College Pads  
Robert W. Baird  
RSM US LLP  
Sartori

Service King  
Southeastern Wisconsin Regional Planning  
Commission  
Starkmedia  
Summerfest  
Sunlite Plastics  
SVN Chicago Commercial  
Symantec

TEKsystems  
TMC a Division of C.H. Robinson  
Top Floor Technologies  
Total Event Resources  
Transwestern Sustainability Services  
TSMGI  
Uline  
United States Liability Insurance Group  
Verlo Mattress

## POSITION TITLES

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Account Manager  
Analyst Academy  
Area Manager  
Asset Manager  
Assistant Merchant  
Associate Advisor  
Associate Product Specialist  
Associate Recruiter  
Auditor  
Brand Ambassador Coordinator  
Business Advisory Services Consultant  
Business Analyst  
Business Consultant  
Business Development Manager  
Buyer  
Career development  
Claims Generalist  
Clerk  
Content Marketing Specialist  
CORE Recruiter  
Corporate Trainee  
Customer Service Representative  
Customer Success Specialist  
Digital Coordinator  
Digital Media Planner and Assistant Account  
Executive  
District Manager  
E-Commerce Business Analyst

Engineering Assistant  
Executive Assistant  
HR Analyst (Rotational Program)  
Innovation Digital Services Consultant  
Inside Sales - Account Manager  
Inside sales Representative  
Integrated Marketing Analyst  
IT Leadership Program  
Junior Digital Strategist  
Leadership Development Program  
Leasing Specialist  
Logistics Analyst  
Management Consulting Analyst  
Market Development Director  
Marketing  
Marketing Assistant  
Marketing Associate  
Marketing Coordinator  
Marketing Development Rotation Program  
Materials Excellence Program Trainee  
Materials Management and Planning  
Merchandise Analyst  
Merchandise Analyst Trainee  
National Account Executive  
National Sales Account Executive  
Operations Management Development  
Program  
Operations Manager

Operations Team Leader  
Paid Search Associate  
Policy Services Team Member  
PPC Analyst  
Product Specialist  
Production Operations Analyst  
Project Manager  
Public Safety  
Recruiting coordinator  
Risk Analyst  
Risk Assurance Associate  
Rotational Academy  
Sales  
Sales Ambassador  
Sales and Marketing Specialist  
Sales Associate/Trainee  
Sales Management Trainee  
Sales Representative  
Sales Rotational Program  
Security and Privacy Services Consultant  
Sourcing Analyst  
Sourcing Specialist  
Strategic Sourcing Associate  
System Support Technician  
Tax Analyst  
Technical Recruiter  
Universal Banker  
Wealth Management

## GRADUATE SCHOOLS

Marquette University  
Mitchell Hamline School of Law

## GRADUATE PROGRAMS

Dentistry  
Law  
Physical Therapy  
Leadership  
Marketing  
Sports Leadership