



FIRST DESTINATION REPORT

August 2017, December 2017 & May 2018

MARKETING MAJOR



116 students graduated with marketing degree
113 marketing graduates responded

POST-GRADUATION ACTIVITY AMONG RESPONDERS

	ALL		DOMESTIC		INTERNATIONAL (F-1 VISA)	
	# of students	% of responses	# of students	% of responses	# of students	% of responses
Employed full-time or part-time	91	80.5%	90	*%	*	*%
Enrolled in graduate school	5	4.4%	5	4.4%	0	0%
Internship	*	*%	*	*%	*	*%
Military	*	*%	*	*%	*	*%
Not seeking	0	0%	0	0%	0	0%
Own business	0	0%	0	0%	0	0%
Planning to attend graduate school	*	*%	*	*%	*	*%
Seeking	9	8%	8	7%	*	*%
Service	0	0%	0	0%	0	0%

**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-\$68,000
Average	\$46,230
Median	\$45,000

FULL-TIME SALARY

among graduates in marketing roles

Range	\$18,000-\$80,000
Average	\$42,594
Median	\$42,594

Less than 5 students received a signing bonus within this group.

EMPLOYERS

Accenture
ACCO Brands
Advicent
Amazon
Americaneagle.com
Angelic Bakehouse Inc
Bader Rutter
Badger Mutual Insurance Co.
Baker Tilly
BBG Inc.
BMO Harris Bank
Boeing
Brooksource
C.H. Robinson
Capgemini
Case New Holland
CDW
Chicago Red Stars
Coinigy
ConceptWorks
Coyote Logistics
DHR International
Echo Global Logistics
Eisen Fox and Company
Emerson
Eminence Management
Equity Lifestyle Properties
Farmers Fridge
FIS Global

Forsythe Academy
GE Healthcare
Gomoll Research and Design
Government
Great Lakes Orthopedics
Hanlin Moss Yi
Harris Blitzer Sports & Entertainment
Hatch Staffing
Highland Ventures, LTD
Holy Spirit Lifestyle Marketing
Hu-Friedy Manufacturing Co.
Hunt Marketing Group
IBM
IFS North America
Insight Global
ITW Commercial Construction North America
ITW Global Brands
Johnson Controls
KLCM
Kohl's Department Stores
Kraft Heinz
Laughlin Constable
Logical Media Group
Losa Angeles Sparks
Manpower Group Solutions
Michael Page
Milwaukee Bucks
MTD Products
National Geographic Partners

Nordstrom
Northwestern Mutual
nVent
Orange Theory Fitness
OTTR
PHD Media
Q1 Productions
Sherwin Williams
Success Academy Charter Schools
Target
TD Ameritrade
Tech USA
The Gersh Agency
The Walt Disney Company
TMC, a Division of C.H. Robinson
TopBloc
TTI
ULINE
University of Wisconsin Intercollegiate Athletics
Vital Proteins
Vivid Seats
Walt Disney World Parks & Resorts
Werner Enterprises
White Lodging
Winston & Strawn LLP
Wintrust
Wipfli
Yelp

POSITION TITLES

National Account Manager
Commercial Leadership Program
Technical Recruiter
Analyst/Appraiser Trainee
Content Specialist
Style Consultant
Professional Recruiter
Product Analyst
Talent Scout
Inside Sales Associate
Demand Generation Specialist
Sales Associate
Account Executive
Marketing Operations Analyst
Associate Strategic Account Manager
Rotational Credit Analyst
Account Manager 1
Merchandise Analyst Trainee
Associate Product Manager
Global Programming Partner

Assistant to the Vice President
Digital Marketing Analyst
System Technician
HR officer
Community Relations Coordinator
Rotational Credit Analyst
Carrier Sales Rep
Business Strategist
Ticket Office Assistant
Product Marketing Coordinator
Analyst
Consultant
Account Executive
HCM Workday Consultant
Operations Manager
Project Coordinator
Business Development Assistant
Supply Chain Specialist
Customer Retail Manager
Systems Engineer

Brand Ambassador
Account Manager
Marketing Strategist
Personal Lines Underwriter
Business Development Analyst
Technical Support Analyst
Associate, Private Equity
Sales/Management Trained
Owner
Logistics Specialist
Financial Services Account Manager
Area Manager
Staff Accountant
Commercial Analyst
Sponsorship & Marketing Intern
Search Coordinator
Associate Sales Rep
Account Management Intern
Assistant Manager
IBM Summit Program - Digital Sales

POSITION TITLES (CON'T)

Sales Representative
Purchasing/Inventory Planning Supervisor
Retail Trading Concierge Representative
Supply Chain Specialist
Field Sales and Marketing Representative
Sales Associate
Supply and Operations Leadership Team Member
Merchandise analyst
Campaign Manager
Financial Analyst
Assistant Strategist
Associate Recruitment Consultant
Assistant Account Executive
Sales Associate
Database Intern
Business Analyst II
Staff Consultant
Event Coordinator

Recruiter
Staff Consultant, RIAC Team
Innovation Analyst
Business Skills Rotation Program
Logistics Representative
Property Accountant
Business Analyst
Leasing Associate
Research Analyst
Service Contract Specialist
Sales Analyst
Consulting
Loan Officer Assistant
Recruiter
Marketing Communications Specialist
Marketing Intern
Sales Associate
Career Distribution Consultant

GRADUATE SCHOOLS

Glion Institute of Higher Education
Marquette University
Marquette University Law School

For more information please contact the
Marquette University Business Career Center at
businesscareers@marquette.edu or (414) 288-7927