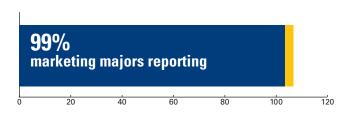


FIRST DESTINATION REPORT

August 2018, December 2018 & May 2019

MARKETING MAJOR



number of marketing majors

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-gradudate service	*	*%
Employed part-time	*	*%
School part-time	0	0%
Planning to attend gradaute school	*	*%
Other ¹	0	0%
Seeking	*	*%

¹ Not seeking employment and not continuing education.

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

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

among graduates in marketing roles

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

EMPLOYERS

Accelogix Allied American Freight Britten Inc Anixter Aon

ARPWave USA Associated Equipment Distributors

Associated Spring Milwaukee Aurora Health Care

Baird Borgman Capital

Brooksource

Caesars Entertainment

Capgemini

Carroll Kelly Trotter Franzen & McBride

Cerner

Coyote Logistics

Crate and Barrel

Discovery Days Childcare

Ernst & Young

Fairborn Equipment

Ferd Johnson Painting and Decorating

FIS Fiserv

Ford Motor Company **GE** Healthcare

^{*}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 Linkedln input.

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