### MARKETING MAJOR

**100% marketing majors reporting**

128 students graduated with marketing degree
128 marketing graduates responded

### POST-GRADUATION ACTIVITY AMONG RESPONDER

<table>
<thead>
<tr>
<th>Activity</th>
<th># of students</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>110</td>
<td>85.9%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Graduate school full-time</td>
<td>6</td>
<td>4.7%</td>
</tr>
<tr>
<td>Graduate school part-time</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Military</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Own business</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Service</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Planning to continue education, not yet enrolled</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Not seeking</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Seeking</td>
<td>9</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

*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**

- **Range**: $25,000-$84,000
- **Average**: $44,187
- **Median**: $42,000

**among graduates in marketing roles**

- **Range**: $25,000-$70,000
- **Average**: $40,332
- **Median**: $40,000

Within this group 10 students were offered signing bonuses

- **Average signing bonus**: $4,389

### EMPLOYERS

- Acosta
- Active Communications International
- Aerotek
- Artisan Partners
- Assurant Health
- Auto-Owners Insurance Company
- Bill Luther
- BMO Harris Bank
- Bon-ton
- Boston Celtics
- Brady Corporation
- BVK
- C.H. Robinson
- CDW
- CEB
- Centare
- Charter Manufacturing
- Chicago Wolves
- Coastless Promotions
- Coyote Logistics
- DDB Chicago
- Deloitte
- Eaton Corporation
- Echo Global Logistics
- EGGEN PLLC
- Emerson
- EmPowerHR
- Enterprise rent-a-car
- Epicor Software
- EY
- Exelon
- Firehouse Communications
- FIS Global
- Flexera Software
- Follett Corporation
- General Beverage
- Glassdoor
- GMR Marketing
- Grant Thornton
- Greene Resources
- Harley-Davidson Motor Company
- Intersport
- Johnson & Bell
- Johnson Controls
- Kimberly-Clark
- Kohler Co
- KPMG LLP
- Kramer Van Kirk
LEADERSHIP DEVELOPMENT ASSOCIATE
Marketing & Social Media Manager
Marketing Analyst
Marketing Assistant
Marketing Communications Coordinator
Material Planner Analyst
Media Assistant
Media Consultant
Media Content Manager & Writer
Merchandiser
Operations Analyst
Portfolio Management Associate
Project Coordinator
Property Manager
Recruiter
Research Coordinator
Sales Associate
Sales Executive
Sales Operations Analyst
Sales Specialist
Security Specialist
Special Events Coordinator
Staff Accountant
Supply Chain Direct Coordinator
Technical Recruiter
Technology Consultant
Wisconsin Retail Representative