



FIRST DESTINATION REPORT

August 2016, December 2016 & May 2017

MARKETING MAJOR



151 students graduated with marketing degree

135 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	108	80%	107	81.68%	*	*%
Employed part-time	0	0%	0	0%	0	0%
Enrolled in graduate school	9	6.67%	6	4.4%	*	*%
Internship	0	0%	0	0%	0	0%
Military	*	*%	*	*%	0	0%
Not seeking	*	*%	*	*%	0	0%
Own business	0	0%	0	0%	0	0%
Planning to attend graduate school	*	*%	*	*%	0	0%
Seeking	12	8.89%	12	9.16%	0	0%
Service	*	*%	*	*%	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	\$21,000-\$90,000
Average	\$47,012
Median	\$48,000

FULL-TIME SALARY

among graduates in marketing roles

Range	\$21,000-\$70,000
Average	\$43,176
Median	\$45,000

Within this group six students were offered signing bonuses

Average signing bonus \$4,500

EMPLOYERS

Actuant Corporation	Flexera Software	Pentair
Amazon	Fox Valley Basketball	PwC
American Junior Golf Association	Green Bay Packaging	Rexnord
ARI Networking Services	Guerrero Howe	Robert W. Baird
BCU	Harley-Davidson Motor Company	Rockwell Automation
BMO Harris Financial Group	Haworth Marketing + Media	Roosevelt Island Operating Cooperation
Bon-Ton	Henry Schein	Rust-Oleum
Brady Corporation	Initiative	Sacramento Kings
Buyseasons Enterprises	JLL	SalesForce
Capgemini	Jobspring Partners	Scale Marketing
Carat	Jumbo Capital Management	Surfacide Manufacturing
Chicago Red Stars	Kimberly-Clark	Target
CUNA mutual group	Kohler Company	Technical Source Incorporated
Deloitte	Kohl's Department Stores	Teksystems
DigitasLBI	Lennox International	Tempel Steel
DXC Technology	Localjobnetwork.com	The Grommet
E*trade	Marquette University	Tremont Interiors
Ecads	Medline	Trusted Media Brands
Echo Global Logistics	Mercury Marine	Tyco Integrated Security
Engineered Representation Inc.	Michael Best	Uline
Enterforce Inc. with Harley-Davidson	Milwaukee Brewers	Urban Outfitters
Motor Company	Milwaukee Bucks	US Foods
Epsilon	Milwaukee Tool	Vettery
Ernst & Young	Motorola	Wipfli Hewins
ESRI	NAI MLG Commercial	Yelp
Essex Realty Group	Northwestern Mutual	Zimmerbiomet
FCB Chicago	Pactiv, LLC	Zywave
Fidelity Investments	Pathways.org	

POSITION TITLES

Account Associate	Assurance Staff	Human Resources Business Services Generalist
Account Executive	Audit Associate	Information Technology Team
Account Sales Executive	Broker Associate	Inside Sales
Admission Counselor	Business Analyst	Inside Sales Representative
Analyst	Business Development Specialist - Leadership	IT Service Technician
Applications Consultant	Development Program	Junior Web Analyst
AR Analyst	Business Solutions Strategist	Level 1 Tech
Area Manager	Category Analyst	Local Service Consultant
Assistant Merchant	College Financial Representative	Managed Transportation Account Executive
Assistant Buyer - Swim & Lounge Tops	Consultant	Marcom Specialist
Assistant Media Planner	Content & Advertising Manager	Market Analyst
Assistant Merchant	Content Marketing Coordinator	Marketing & Research Specialist
Assistant Project Manager	Digital Marketing Associate	Marketing Analyst
Assistant Recruiter	Digital Media Planner	Marketing Associate
Associate Financial Advisor	Emerging Sales Executive	Marketing Intern
Associate Financial Representative	Financial Analyst	Marketplace Coordinator
Associate IT Project Manager	Financial Representative	Media Associate
Associate Product Manager	Financial Sales Manager	Media Operations Specialist
Associate Sales Development Representative	Freelance Writer	Merchandise Analyst
Associate Strategy Analyst	Healthcare Business Analyst II	Merchandise Analyst

POSITION TITLES (CON'T)

Motorola Commercial Markets - Sales Support Specialist	Sales Operations Coordinator
Operations Manager	Salesman
Partner Support	SDR
Partnership Associate	Securities Operations
Photographer	Social Media Specialist
Procurement Coordinator	Supply Analyst
Professional Soccer Player	Supply Chain Development Program
PWM Transition Specialist	Supply Chain Leadership Development Program
Recruiter	Supply Chain Specialist
Recruiter	Systems Analyst
Replenishment Buyer	Technical Recruiter
Risk Assurance Associate	Tournament Coordinator
Sale Associate	Warehouse Manager Trainee
Sales Assistant	Warehouse Supervisor
Sales Associate	
Sales Development Representative	
Sales Enablement Program Specialist	

GRADUATE SCHOOLS

Drake University
Loyola University in Chicago
Marquette University
Universidad Loyola Andalucía Sevilla
University of Sydney
University of Tennessee Knoxville

GRADUATE PROGRAMS

Doctor of Physical Therapy (D.P.T.)
Law
Masters in Economics
Masters in Finance
Masters in Marketing

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