# Marketing
*(Bachelor of Business Administration)*

## Annual Comparison

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>99</td>
<td>123</td>
<td>117</td>
<td>112</td>
<td>110</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>89</td>
<td>118</td>
<td>112</td>
<td>108</td>
<td>104</td>
</tr>
<tr>
<td>90%</td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents Employed</strong></td>
<td>85</td>
<td>111</td>
<td>106</td>
<td>104</td>
<td>101</td>
</tr>
<tr>
<td>96%</td>
<td>94%</td>
<td>95%</td>
<td>96%</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents Continuing Education</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td><strong>Internship Participation Respondents</strong></td>
<td>75</td>
<td>96</td>
<td>93</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>76%</td>
<td>78%</td>
<td>79%</td>
<td>89%</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents completing an internship or co-op experience (not student teaching)</strong></td>
<td>44</td>
<td>52</td>
<td>63</td>
<td>62</td>
<td>51</td>
</tr>
<tr>
<td>59%</td>
<td>54%</td>
<td>68%</td>
<td>62%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents receiving academic credit for their internship or co-op experience</strong></td>
<td>24/39</td>
<td>29/51</td>
<td>40/62</td>
<td>30/56</td>
<td>16/44</td>
</tr>
<tr>
<td>62%</td>
<td>57%</td>
<td>65%</td>
<td>54%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents receiving an offer of employment from the internship or co-op site</strong></td>
<td>20/39</td>
<td>18/51</td>
<td>23/61</td>
<td>30/57</td>
<td>23/45</td>
</tr>
<tr>
<td>51%</td>
<td>35%</td>
<td>38%</td>
<td>53%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents accepting the employment offer</strong></td>
<td>7/17</td>
<td>6/17</td>
<td>12/23</td>
<td>14/30</td>
<td>11/23</td>
</tr>
<tr>
<td>41%</td>
<td>35%</td>
<td>52%</td>
<td>47%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td><strong>Study Abroad Participation Respondents</strong></td>
<td>73</td>
<td>95</td>
<td>92</td>
<td>96</td>
<td>97</td>
</tr>
<tr>
<td>74%</td>
<td>77%</td>
<td>79%</td>
<td>86%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td><strong>Respondents participating in a study abroad program</strong></td>
<td>14</td>
<td>21</td>
<td>21</td>
<td>23</td>
<td>13</td>
</tr>
<tr>
<td>19%</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>
Marketing
(Bachelor of Business Administration)

Baccalaureate Statistics

<table>
<thead>
<tr>
<th>Awarded Majors</th>
<th>Survey Respondents</th>
<th>Employed</th>
<th>Cont Ed Undergrad</th>
<th>Cont Ed Grad/Prof</th>
<th>Not Actively Seeking</th>
<th>No Info</th>
<th>Employed w/State Given</th>
<th>Employed in Minnesota</th>
<th>Employed in Minnesota %</th>
<th>% Placed</th>
</tr>
</thead>
<tbody>
<tr>
<td>110</td>
<td>104</td>
<td>101</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>101</td>
<td>80</td>
<td>79%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Reported Annual Salaries

<table>
<thead>
<tr>
<th># Respondents</th>
<th>Low</th>
<th>High</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>21424</td>
<td>95000</td>
<td>42463</td>
<td>40000</td>
</tr>
</tbody>
</table>

Job Relevance to Major

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Related</th>
<th>Somewhat Related</th>
<th>Not Related</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62</td>
<td>29</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>% of Total Respondents</td>
<td>61%</td>
<td>29%</td>
<td>10%</td>
<td>No Response</td>
</tr>
</tbody>
</table>

Internships

<table>
<thead>
<tr>
<th>Completed an internship</th>
<th>Received academic credit for it</th>
<th>Received an offer of employment</th>
<th>Accepted the offer</th>
</tr>
</thead>
<tbody>
<tr>
<td># Respondents</td>
<td>Yes</td>
<td>% Yes</td>
<td># Respondents</td>
</tr>
<tr>
<td>100</td>
<td>51</td>
<td>51%</td>
<td>44</td>
</tr>
<tr>
<td>23</td>
<td>11</td>
<td>48%</td>
<td></td>
</tr>
</tbody>
</table>

Study Abroad

<table>
<thead>
<tr>
<th>Studied Abroad</th>
<th>Did not study abroad</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td># Respondents</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>97</td>
<td>13</td>
<td>13%</td>
</tr>
</tbody>
</table>

1 "Awarded Majors" includes all majors completed by an individual
2 "Survey Respondents" includes all majors completed by an individual and does not include "No Info"
3 "% Placed" includes "Survey Respondents" who are "Employed," "Continuing Ed" and "Not Seeking"
4 Salary data is available when 3 or more full-time employed respondents provided salary information and includes all majors completed by an individual
5 "Internship" includes internship or co-op, but not student teaching
6 "Respondents" includes all majors completed by an individual
Follow-up of Marketing – Bachelor of Business Administration

1 World Online, San Jose, CA - Connect Marketing Management
Acorn Communication, MN - Marketing Coordinator
ADP, Bloomington, MN - Associate District Manager
American Waterworks, Rochester, MN - Sales Representative
Ameriprise Financial, Minneapolis, MN - Clearing Service Professional
Ameriprise Financial, Twin Cities, MN - Customer Service Representative
AMSOIL, Superior, WI - Product Specialist
Arcserve, Eden Prairie, MN - Customer Retention Specialist
Art Unlimited, Angora, MN - Pay-Per-Click Manager
Ascensus, Brainerd, MN - Retirement Plan Analyst
Bankers Life Insurance, Rochester, MN - Insurance Agent
Batteries+Bulbs, Coon Rapids, MN - Store Manager
Bending Branches, Osceola, WI - Inside Sales
Black Ridge Bank, Nisswa, MN - Personal Banker
Brandpoint, Hopkins, MN - Account Development Representative
Brandpoint, Hopkins, MN - Social Media Specialist Account Manager
Brave New Media, Duluth, MN - Social Media Strategist
Breakthru Beverage, St. Paul, MN - Merchandising Sales Consultant
Brightree, Atlanta, GA - Market Development Representative
Brookdale Senior Living, Edina, MN - Sales Representative
C.H. Robinson, Brooklyn Park, MN - Operational Representative
Collegis Education, Bloomington, MN - Search Engine Optimization Specialist
Command Transportation, Chicago, IL - Account Executive
Command Transportation, Chicago, IL - Account Executive
Dell, Eden Prairie, MN - Inside Product Specialist
Delta Terminal, Minneapolis, MN - Ramp Agent
Duluth Area Association of REALTORS, Duluth, MN - Member Services Coordinator
Enterprise Rent-A-Car, Duluth, MN - Management Trainee
EVINE Live, Eden Prairie, MN - Sample Coordinator
Fairway Liquors, Ramsey, MN - Sales Associate
Fastenal, Cambridge, MN - Sales Trainee
Fastenal, Duluth, MN - Outside Account Representative
Fastenal, Edina, MN - Sales Support
Federal Cartridge Company, Anoka, MN - Grounds Crew
Ferguson Enterprises, Duluth, MN - Sales Trainee
Go Drone Aerial Photography & Video, Rochester, MN - Small Business Owner
Graco, Anoka, MN - Product Marketing Intern
Gray Gardens Home Store, Excelsior, MN - Co-owner
HealthPartners, Bloomington, MN - Electronic Enrollment Specialist
Herbalife, Duluth, MN - Multilevel Marketing Distributor
Hormel, Pleasanton, CA - Associate Category Development Analyst
Hüify, Wilmington, NC - Inbound Marketing Specialist
Inn on Lake Superior, Duluth, MN - Manager on Duty
Insight Global, Minneapolis, MN - Recruiter
Johnson Brothers Liquor Company, St. Paul, MN - Account Development Manager
Kindred Family Focus, Waite Park, MN - Administrative Assistant
Kraus-Anderson Insurance, Burnsville, MN - Client Manager
Langley Federal Credit Union, Newport News, VA - Commercial Lending Servicer
Level 3 Communications, Broomfield, CO - Marketing & Design Associate
Lube-Tech, Golden Valley, MN - Supply Chain Analyst
Mall of America, Bloomington, MN - Guest Services Team Leader
Mason Brothers Wholesale Grocer, Wadena, MN - Procurement
maurices, Duluth, MN - Social Media Content Specialist
Maxus Media, Los Angeles, CA - Assistant Media Planner
Mediaspace Solutions, Hopkins, MN - Account Development Coordinator
Medica, Minnetonka, MN - Health Plan Specialist
Minnesota State Fair, Woodbury, MN - Account Manager
Minnesota Timberwolves, Minneapolis, MN - Group Sales Account Executive
Minnesota Water, Maplewood, MN - Sales Associate
Minuteman Press, Chanhassen, MN - Graphic Designer & Production Artist
Morgan Stanley, Bloomington, MN - Client Service Associate
Nielsen Market Research, St. Paul, MN - Marketing Retail Analyst
Nissan, Nashville, TN - Warranty System Analyst
Nordstrom, Bloomington, MN - Assistant Manager
Northern Clearing, Ashland, WI - Logistics Assistant
Northwestern Mutual, Duluth, MN - Financial Representative
Ocean Express Car Wash, Federal Heights, CO - Attendant
Orthology, Woodbury, MN - Patient Relations Coordinator
Peak Adventure Travel, Santa Rosa, CA - Adventure Tour Leader
Pioneer Press, St. Paul, MN - Multimedia Service Assistant
Power Product Services, Hibbing, MN - Regional Sales Manager
Premier Bank, Osseo, MN - Marketing Associate
Public Works Department, Apple Valley, MN - Maintenance
PureDriven, Two Harbors, MN - Marketing Manager
Randstad, Duluth, MN - Recruiter & Account Manager
Road Machinery & Supplies, Savage, MN - Inside Sales & Rental Coordinator
Ryan, Hodgins & Associates, Eden Prairie, MN - Staff Accountant
Secure Bill Pay, Eagan, MN - Sales & Marketing Coordinator
Select Computing, Minneapolis, MN - IT Technical Recruiter
Sheraton Duluth Hotel, Duluth, MN - Guest Services Agent
Southwestern Advantage, Duluth, MN - Corporate Recruiter
SPS Commerce, Minneapolis, MN - Account Executive
SPS Commerce, Minneapolis, MN - Sales Development Representative
St. Paul Academy, St. Paul, MN - Laborer
Starkey Technology, Eden Prairie, MN - Associate Sales Representative
Stewart Organization, Houston, TX - Account Executive
Stitch Fix, Phoenix, AZ - Receiving Associate
Target, MN - Executive Team Leader
Target, Oakdale, MN - Guest Service Assistant
Thomson Reuters, Eagan, MN - Inside Sales Associate
Thomson Reuters, FindLaw, Eagan, MN - Digital Marketing Coordinator
Townsquare Media and Taly Design & Marketing, Duluth, MN - Multimedia Specialist and Director of Sales & Marketing
Transline Supply, Huntington Beach, CA - Sales & Marketing Representative
Uline, Des Moines, IA - Account Representative
United Rentals, Hermantown, MN - Sales Associate
Veritiv, La Palma, CA - Bid Specialist
Vermeer Manufacturing, Pella, IA - Marketing Intelligence Specialist
Wells Fargo, Minneapolis, MN - Loan Documentation Specialist
Wells Fargo, Minneapolis, MN - Mortgage Processor
Wells Fargo, Minneapolis, MN - Security Operation Service Analyst
Wells Fargo, Roseville, MN - Retirement Service Representative

Law School, University of St. Thomas, Minneapolis, MN