GRADUATE FOLLOW-UP REPORT

MARKETING

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carserv@d.umn.edu
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2011-12 Graduate Follow-up Report
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 Seeking</th>
<th>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>123</td>
<td>118</td>
<td>111</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>5</td>
<td>108</td>
<td>92</td>
<td>85%</td>
<td>95%</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>67</td>
<td>15600</td>
<td>72000</td>
<td>35989</td>
<td>36000</td>
</tr>
</tbody>
</table>

Job Relevance to Major

<table>
<thead>
<tr>
<th>Related</th>
<th>Somewhat Related</th>
<th>Not Related</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>64</td>
<td>30</td>
<td>16</td>
</tr>
<tr>
<td>% of Total Respondents</td>
<td>58%</td>
<td>27%</td>
<td>15%</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>96</td>
<td>52</td>
<td>54%</td>
<td>51</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>95</td>
<td>21</td>
<td>22%</td>
</tr>
</tbody>
</table>

(1) "Awarded Majors" includes all majors completed by an individual
(2) "% Placed" includes "Survey Respondents" who are "Employed," "Continuing Ed" or "Not Seeking"
(3) Salary data is published when 3 or more full-time employed respondents provided salary information
(4) "Internship" includes internship or co-op, but not student teaching
Follow-up of Marketing Bachelor of Business Administration Majors

3M, St. Paul, MN - Marketing Communications Coordinator
Abercrombie & Fitch, St. Cloud, MN - Assistant Manager
Aerotek, Bloomington, MN - Recruiter
Aerotek, Maple Grove, MN - Recruiter
Aerotek, Minneapolis, MN - Professional Recruiter
AG Salesworks, Norwood, MA - Business Development Representative
AirGas, MN - Territory Account Manager
American National Insurance Company, Galveston, TX - Marketing Analyst
Ameriprise Financial, Minneapolis, MN - Financial Advisor (3)
AMSOIL, Superior, WI - Technical Sales Representative
Anderson Merchandisers, Duluth, MN - Media Retail Merchandising
August Ash, Bloomington, MN - Project Coordinator
Ballards Resort, Baudette, MN - Sales & Marketing Assistant
Beckman Coulter, Chaska, MN - Product Management Intern
Blue Max & Max's Marina, Duluth, MN - Bartender & Owner
Bracketron, Minneapolis, MN - Sales Support Coordinator
Buckle, Kearney, NE - Women's Buying Assistant
C.H. Robinson, Fargo, ND - Business Development/Sales Representative
CDW, Chicago, IL - Sales
Corporate Technologies, Eden Prairie, MN - Account Manager
Crutchfield Dermatology, Eagan, MN - Administrative Assistant & Receptionist
Dart Transit, Eagan, MN - Account Manager
Disney World, Orlando, FL
DRC, Duluth, MN - Personal Care Assistant
Duluth Running, Duluth, MN - Marketing & Sponsorship Director, Timing & Event Services
Earnhardt Ganassi Racing with Felix Sabates, Charlotte Motor Speedway, Charlotte, NC - Digital Media & Sponsor Services Intern
Eden Prairie, MN - Inside Sales Representative
Eden Prairie, MN - Retail Marketing Account Assistant
Emerson Process Management, Chanhassen, MN - Business Administrator
Epicor Software, Minneapolis, MN - Business Development Representative
Essentia Health, Duluth, MN - Clinical Informatics Analyst
Estee Lauder and Bon Ton, Mankato, MN - Beauty Advisor and Sales
Faegre Baker Daniels, Minneapolis, MN - Billing Specialist
Farmers State Bank of Hartland, Albert Lea, MN - Teller
Fastenal, Duluth, MN - Outside Sales
Fastenal, Lakeville, MN - Sales Support
Federated Insurance, Excelsior, MN - Marketing Representative
FOX 21 News KQDS-DT, Duluth, MN - Account Executive
GeaCom, Duluth, MN - Marketing Coordinator
GradStaff, Minneapolis, MN - Business Development Specialist
Granite City Food & Brewery, Coon Rapids, MN - Server
Granite Electric, Turtle Lake, WI - Electrician
H&H Creative Solutions, Edina, MN - Advertising Sales Associate
Henry Schein, Milwaukee, WI - Marketing Specialist
Hicks Trucking Company, Litchfield, MN - Freight Broker
Honeywell, Golden Valley/Minneapolis, MN - Marketing Specialist
Imaging Path, Minneapolis, MN - Account Executive
Infinity Wireless, Maple Grove, MN - Sales Representative & Account Manager
Infor Global Solutions, St. Paul, MN
Infor Global Solutions, St. Paul, MN - Business Development Representative
Inter-Business Enterprises, Miami, FL - Sales Associate
Itasca Realty, Grand Rapids, MI - Real Estate Agent
Kohls, MN
Lakeland Companies, Plymouth, MN - Technical Writer
Lakeside Insurance Brokers, Wayzata, MN - Independent Agent
Laurentian Chamber of Commerce, Virginia, MN - Administrative Assistant & Events Coordinator
Lisa Olson Consulting Group, Pine City, MN - Marketing & Operations Specialist
Marriott Hotels & Resorts, Minnetonka, MN - Server
maurices, Duluth, MN - HRAS Support Agent
Mayer, Minneapolis, MN - Creative Engineer
MEB Resources, Rochester, MN - Operations Manager
Medica, Minnetonka, MN - Product & Marketing Specialist
Midway Container, St. Paul, MN - Inventory Specialist
Midwest Communications, Duluth, MN - Marketing Consultant
Milestone Systems - Training Coordinator
Minneapolis, MN - Business Development Manager
MN - Collection Representative
MN - Marketing Research Analyst
Mount Royal Fine Foods, Duluth, MN - Baker
National Benefits Group, Minneapolis, MN - Marketing Coordinator
Needham Distributing, Stillwater, MN - Sales Representative
Northland's NewsCenter, Duluth, MN - Digital Account Executive
Northwestern Mutual, Edina, MN - Financial Representative
One Simple Plan, Minneapolis, MN - Intern
Rhino Communication Rentals, Maple Grove, MN - Marketing Coordinator
Rice Home Medical, Willmar, MN - Marketing Representative
RockSolid, Roseville, MN - Account Manager
Rocky Mountains Marketing, Westminster, CO - Entry Level Sales & Marketing
Schwan's, Farmington, MN - Route Sales Representative
Serco, Fargo, ND - Customer Service
Sherwin Williams, Woodbury, MN - Sales Representative
Sights on Service, Minneapolis, MN - Sales & Business Development
Solution Design Group, Maple Plain, MN - Marketing Coordinator
Sonju, Two Harbors, MN - Sales Associate
SPS Commerce, Minneapolis, MN - Sales Development Representative
Steiner Plumbing, Electric & Heating, River Falls, WI - Office Assistant & Marketing Coordinator
Stillwater Grille, Fort Myers, FL - General Manager
SUPERVALU, Duluth, MN - BSS/Buyer
Target, Minneapolis, MN - Merchandise Specialist
Target, Shakopee, MN - Assets
Tech Pro, Roseville, MN - Account Executive
The Mentor Network, REM Arrowhead, Duluth, MN - Direct Service Provider
The Wow! Zone Family Entertainment Center, Mankato, MN - Marketing & Design Manager
Ting's Hats, MN - Self-employed
UAS Laboratories, Eden Prairie, MN - Marketing Intern
UnitedHealthcare, Duluth, MN - Claims Associate
University of Minnesota Duluth, Duluth, MN - Building & Grounds Custodian
US Bancorp, Minneapolis, MN - Investments Connect Financial Consultant
US Bank - Financial Sales Representative
Wal-Mart - Assistant Store Manager
Wells Fargo, Minneapolis, MN - Customer Service Representative
Wells Fargo, Minneapolis, MN - Loan Underwriter
Wells Fargo Bank, Ironton, MN - Store Manager
Wells Fargo Bank, Minneapolis, MN - Inbound Sales Representative
Xcel Energy, Minneapolis, MN - Direct Secure Messaging Services & Load Management Team
Zepol, Edina, MN - Product Support Lead
Zimmermen Group, Excelsior, MN - Account Services Intern
Zimmer Spine, Edina, MN - Marketing Intern
Zuccaros Produce, Minneapolis, MN - Warehouse Worker & Driver

Graduate School, Business Administration International Management, Hamline University, St. Paul, MN