2012-13 Graduate Follow-up Report
Marketing
(Bachelor of Business Administration)

Baccalaureate Statistics

<table>
<thead>
<tr>
<th>Awarded Majors¹</th>
<th>Survey Respondents²</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>% Employed</th>
<th>% Placed³</th>
</tr>
</thead>
<tbody>
<tr>
<td>117</td>
<td>112</td>
<td>106</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>106</td>
<td>82</td>
<td>77%</td>
<td>95%</td>
<td>96%</td>
</tr>
</tbody>
</table>

Reported Annual Salaries⁴

<table>
<thead>
<tr>
<th># Respondents</th>
<th>Low</th>
<th>High</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>18720</td>
<td>130000</td>
<td>39730</td>
<td>38000</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>32</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>

% of Total Respondents

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Related</td>
<td>61%</td>
</tr>
<tr>
<td>Somewhat Related</td>
<td>31%</td>
</tr>
<tr>
<td>Not Related</td>
<td>8%</td>
</tr>
<tr>
<td>No Response</td>
<td>4%</td>
</tr>
</tbody>
</table>

Internships

<table>
<thead>
<tr>
<th>Completed an internship⁵</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># Respondents⁶</td>
<td># Yes</td>
<td>% Yes</td>
<td># Respondents</td>
</tr>
<tr>
<td>93</td>
<td>63</td>
<td>68%</td>
<td>62</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>92</td>
<td>21</td>
<td>23%</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 Majors

50 Below, Duluth, MN - Sales Manager
aimClear, Duluth, MN - Production Assistant
AmeriInn, Duluth, MN - General Manager
AmeriPride Services, Golden Valley, MN - Marketing Qualifications Specialist
AMSOIL, Superior, WI
AMSOIL, Superior, WI - Product Specialist
Arrowhead Chorale and Savories Catering, Duluth, MN - Media Consultant and Banquet Coordinator
Assessment Systems Corporation, Woodbury, MN - Marketing Coordinator
Assurant Health, Plymouth, MN - Direct Inside Sales
BJ's Sportshop, Minocqua, WI - Assistant to the President
Black Knight Financial Services, Jacksonville, FL - Marketing & Business Development Analyst
Blomberg & Sons Fuel Oil, Babbitt, MN - Finance & Accounting Administrator
Bolin Marketing, Minneapolis, MN - Content Administrator Intern
Burrito Union, Duluth, MN - Server & Barkeep
C.H. Robinson, Duluth, MN - Customer Specialist
C.H. Robinson, Eden Prairie, MN - Marketing Sales Consultant
C.H. Robinson, Eden Prairie, MN - Transportation Sales Buyer Representative
Campus Special, Atlanta, GA - Regional Sales Manager
Cargill, Hopkins, MN - Marketing Coordinator
CBS Radio, Minneapolis, MN - Promotions Assistant
CG Hill & Sons, Mounds View, MN - Project Analyst
Coloplast, Minneapolis, MN - Adviser
Cornerstone Media Group, Minneapolis, MN - Sales Coordinator & Account Executive
CUNA Mutual Group, Madison, WI - Service Unit Support Assistant
D&E Retail Shops, Aspen, CO - Sales Associate
Dabney & Barnes Law Firm, St. George, UT - Receptionist & Legal Assistant
Delta Air Lines, Seattle, WA - Account Executive
Digi International, Minnetonka, MN - Latin America Sales Representative
Drive Concepts, Edina, MN - Sales Representative
DSW, Burnsville, MN - Assistant Merchandise Manager
Duluth Pack, Duluth, MN - Marketing Specialist
Endura Financial Federal Credit Union, Minneapolis, MN - Lending Specialist
Energy Insight, Inc., Duluth, MN - Energy Analyst
Enterprise Holdings, Baxter, MN - Manager
Epicor Software, St. Louis Park, MN - Business Development Representative
Field Logic, Superior, WI - Inside Sales Specialist
Gebhardt Volkswagen, Boulder, CO - New Vehicle Sales Manager
GMR Marketing and Reds Transfer, St. Cloud, MN - Brand Ambassador and Mover
Golden Eagle Lodge, Grand Marais, MN - Family Business Resort Employee
Gopher Sport, Owatonna, MN - Customer Advocate
Gresser Construction, Eagan, MN - Project Manager
Hibbing Area Chamber of Commerce, Hibbing, MN - Administrative Assistant
Homes for Heroes, Minneapolis, MN - Sales Director
Hormel, Bethlehem, PA - Professional Sales Representative
Hudson Machine & Tool, Hammond, WI - Marketing Manager
Hyatt Regency, Minneapolis, MN - Meeting Concierge
Imaging Path, Minneapolis, MN - Account Executive
Imaging Path, Minneapolis, MN - Account Executive
IMG Learfield Ticket Solutions at the University of South Carolina, Columbia, SC - Account Executive
Jack Links Beef Jerky, Minneapolis, MN - Sales Analyst
JCE Tree Service, River Falls, WI - Equipment Operator
Kay Jewelers, Duluth, MN - Fine Jewelry Sales
Kelloggs, Eagan, MN - Merchandiser
Kohl's Corporate, Milwaukee, WI - Merchandise Analyst
L&M Fleet Supply, Grand Rapids, MN - Marketing Trainee
Lettuce Cater, Minneapolis, MN - Event Coordinator & Administrative Assistant
Mattress Firm, Austin, TX - Manager on Duty
Midwest Outdoor Marketing, Minneapolis, MN - Sales Representative
Minnesota Timberwolves and Lynx, Minneapolis, MN - Inside Sales Representative
Minnesota United FC, Minneapolis, MN - Account Executive
Minnesota Wilderness, Cloquet, MN - Marketing Director
Nike, Bloomington, MN - Stockroom Athlete
Novus Media, Plymouth, MN - Assistant Digital Strategist
Nsight Connect, Minneapolis, MN - Associate Account Executive
Olson, Minneapolis, MN - Brand Marketing Analyst
Pearson View, Bloomington, MN - Call Center Agent
Pelco Sports, Maple Grove, MN - Territory Manager
PerfectTix.com, Minneapolis, MN - Ticket Broker Analyst
Perry Homes, Houston, TX - Marketing Manager
PowerTec Group, Eau Claire, WI - Inside Sales
PricewaterhouseCoopers, Minneapolis, MN - Tax Associate
Prime Therapeutics, Bloomington, MN - Contractor Administrative Assistant
Pure Romance, MN - Independent Consultant
Questar, St Michael, MN - Project Coordinator
Raymond James/Bremer Investments, Minneapolis, MN - Investment Sales Associate
Renewal by Andersen, Minneapolis, MN - Retail Administrator
Rohlfing of Duluth, Duluth, MN - Route Driver, Fill-In Sales, & IT Specialist
Ryerson, Coon Rapids, MN
Siteimprove, Minneapolis, MN - Marketing Specialist
Snowbird Ski & Summer Resort, Salt Lake City, UT - Lodging Sales Specialist
Sport Ngin, Minneapolis, MN - Registration Consultant
SPS Commerce, Minneapolis, MN - Sales Development Representative
St. Louis Park, MN - Market Research Supervisor
Starkey Hearing Technologies, Eden Prairie, MN - Marketing Assistant
Starkey Hearing Technologies, Eden Prairie, MN - Retail Market Account Executive
Stryker Instruments, Kalamazoo, MI - Marketing Associate
Sunburst Chemicals, Minneapolis, MN - Marketing Communications Specialist
SyneCore Technologies, Eden Prairie, MN - Business Development Representative
Target, Medina, MN - Price & Presentation Team Member
Target, Minneapolis, MN - Associate Marketing Specialist
Target, Minneapolis, MN - Merchandising Specialist
Target, MN - Executive Team Leader
Target, Twin Cities, MN - Executive Team Lead
TE Connectivity, Minneapolis, MN - Sales & Marketing Specialist
The Hartford, Bloomington, MN - Short-term Disability Analyst
Top Rank Online Marketing, Spring Park, MN - Account Coordinator
UCare, Minneapolis, MN - Member Services
UnitedHealth Group, Minnetonka, MN - Human Resources Representative
University of Minnesota Landscape Arboretum, Chanhassen, MN
USA FOXX & Furs, Duluth, MN
US Bancorp, Appleton, WI - Portfolio Manager
US Bank, Edina, MN - Teller Coordinator
Wright McGill, Denver, CO
YMCA, Duluth, MN - Marketing Director
YMCA, West St. Paul, MN - Member Service Advisor
ZMC Hotels, Altus, OK - General Manager

Undergrad/Technical, Information Technology Management, University of Minnesota Crookston