GRADUATE FOLLOW-UP REPORT

MARKETING

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# 2013-14 UMD Graduate Follow-up Report

## Marketing

*(Bachelor of Business Administration)*

## Annual Comparison

<table>
<thead>
<tr>
<th>July 1 to June 30</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>102</td>
<td>99</td>
<td>123</td>
<td>117</td>
<td>112</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>83</td>
<td>89</td>
<td>118</td>
<td>112</td>
<td>108</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>90%</td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td><strong>Respondents Employed</strong></td>
<td>75</td>
<td>85</td>
<td>111</td>
<td>106</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>90%</td>
<td>96%</td>
<td>94%</td>
<td>95%</td>
<td>96%</td>
</tr>
<tr>
<td><strong>Respondents Continuing Education</strong></td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>na</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Internship Participation Respondents</strong></td>
<td>72</td>
<td>75</td>
<td>96</td>
<td>93</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>76%</td>
<td>78%</td>
<td>79%</td>
<td>89%</td>
</tr>
<tr>
<td><strong>Respondents completing an internship or co-op experience (not student teaching)</strong></td>
<td>40</td>
<td>44</td>
<td>52</td>
<td>63</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>59%</td>
<td>54%</td>
<td>68%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Respondents receiving academic credit for their internship or co-op experience</strong></td>
<td>33/39</td>
<td>24/39</td>
<td>29/51</td>
<td>40/62</td>
<td>30/56</td>
</tr>
<tr>
<td></td>
<td>85%</td>
<td>62%</td>
<td>57%</td>
<td>65%</td>
<td>54%</td>
</tr>
<tr>
<td><strong>Respondents receiving an offer of employment from the internship or co-op site</strong></td>
<td>15/40</td>
<td>20/39</td>
<td>18/51</td>
<td>23/61</td>
<td>30/57</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>51%</td>
<td>35%</td>
<td>38%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Respondents accepting the employment offer</strong></td>
<td>5/14</td>
<td>7/17</td>
<td>6/17</td>
<td>12/23</td>
<td>14/30</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>41%</td>
<td>35%</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Study Abroad Participation Respondents</strong></td>
<td>72</td>
<td>73</td>
<td>95</td>
<td>92</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>74%</td>
<td>77%</td>
<td>79%</td>
<td>86%</td>
</tr>
<tr>
<td><strong>Respondents participating in a study abroad program</strong></td>
<td>14</td>
<td>14</td>
<td>21</td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>19%</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>112</td>
<td>108</td>
<td>104</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>104</td>
<td>93</td>
<td>89%</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>74</td>
<td>20800</td>
<td>78000</td>
<td>39400</td>
<td>39500</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>% of Total Respondents</td>
<td>70%</td>
<td>16%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>73</td>
<td>17</td>
<td>14</td>
<td>0</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># Respondents</td>
<td># Respondents</td>
<td># Yes</td>
<td>% Yes</td>
</tr>
<tr>
<td>100</td>
<td>62</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td># Yes</td>
<td>% Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></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>96</td>
<td>23</td>
<td>24%</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

3M, St. Paul, MN - Industrial Business Group Customer Account Representative
James Hardie, St. Louis, MO - Territory Manager
Advantast Communications, Duluth, MN - Audience Development Assistant
JCPenney, Roseville, MN - Sales Associate
Alaska Aces, Anchorage, AK - Professional Hockey Player
KBJR 6 and KDLH 3, Duluth, MN - Digital Program Sales Representative
Allianz Life Insurance, Minneapolis, MN - Internal Sales Consultant
Key Cadillac, Edina, MN - Sales Representative
AM Retail Group, Brooklyn Park, MN - eCommerce Product Specialist
KX Technologies, Woodbury, MN - Channel Marketing Specialist
Arcserve, Eden Prairie, MN - Sales Development Representative
Maritz Consulting Group, Eden Prairie, MN - Account Manager
Ascensus, Merrifield, MN - Qualified Retirement Plan Specialist
Marten Transport, Mondovi, WI - Account Manager
AT&T and Northland Special Events, Duluth, MN - Retail Sales Consultant and
maurices, Duluth, MN - First Assistant Manager
Event Assistant
maurices, Minocqua, WI - Assistant Manager
BarcodesInc, Chicago, IL - Account Manager
Menards, Duluth, MN - First Assistant Yard Shipping & Receiving Manager
BCF Technology, Rochester, MN - Marketing Associate & University Program
Minnesota Department of Public Safety State Patrol, Minneapolis, MN - State Coordinator
Manager
Edina Country Club, Edina, MN - Grounds Worker

Cigna, Eden Prairie, MN - Group Claims Associate
Clearnet, St. Louis, MO - Accountant Executive
Clearent, Minneapolis, MN - Group Claims Associate
Cloquet Terminal Railroad, Cloquet, MN - Section Laborer
Clearest, Minneapolis, MN - Group Claims Associate
Concur, Minneapolis, MN - Inbound Market Development Representative
CarGo Carriers, Inc., Wayzata, MN - Technology Technician
CotterWeb Enterprises, St Paul, MN - Production Specialist
Cazorin Interactive, Maple Grove, MN - Account Executive/Project Manager
CSS Incorporated, Minneapolis, MN - Business Development
Cazorin Interactive, Maple Grove, MN - Marketing Coordinator
Cyberpower Systems, Shakopee, MN - Sales Specialist
Cigna, Eden Prairie, MN - Account Executive/Project Manager
Dart, Eagan, MN - Marketing/Sales Coordinator
Cigna, Eden Prairie, MN - Account Executive/Project Manager
Deluxe Corporation, Shoreview, MN - Inside Sales Representative
CarGo Carriers, Inc., Wayzata, MN - Technology Technician
Edina Country Club, Edina, MN - Grounds Worker
Concur, Minneapolis, MN - Inbound Market Development Representative
Clearnet, St. Louis, MO - Accountant Executive
CotterWeb Enterprises, St Paul, MN - Production Specialist
Cazorin Interactive, Maple Grove, MN - Account Executive/Project Manager
CSS Incorporated, Minneapolis, MN - Business Development
Cyberpower Systems, Shakopee, MN - Sales Specialist
Cigna, Eden Prairie, MN - Account Executive/Project Manager
Dart, Eagan, MN - Marketing/Sales Coordinator
Deluxe Corporation, Shoreview, MN - Inside Sales Representative
Plexus International, Minneapolis, MN - Marketing Coordinator
Enterprise Rent-a-Car, Duluth, MN - Management Trainee
Prairie Pond Vineyard & Winery, New Prague, MN - Marketing Coordinator
ett group, Nashville, TN - Account Manager
Express, Rochester, MN - Co-Manager
Factory Motor Parts, Eagan, MN - Marketing Intern
Fastenal, Ham Lake, MN - Sales
Fidelity, Woodbury, MN - Financial Representative
Fieldwork Minneapolis, Edina, MN - Sales Representative
Foldcraft, Bloomington, MN
G&K Services, Minnetonka, MN - National Accounts Marketing Coordinator
Graybar, Glencoe, MN - Marketing Representative
Great Northern Equipment, Rogers, MN - Marketing Project Coordinator
Plexus International, Minneapolis, MN - Marketing Coordinator
Haworth Marketing + Media, Minneapolis, MN - Broadcast Assistant
Quality Bicycle Products, Bloomington, MN - Materials Handler
Haworth Marketing + Media, Minneapolis, MN - Broadcast Buying Assistant
Red Bull, Minneapolis, MN - Freelance Marketing Specialist
HealthPartners, Bloomington, MN - Marketing Intern
Regis, Bloomington, MN - Regional Marketing Coordinator
Herbalife, Twin Cities, MN - Personal Wellness Coach
Robert Half International, Bloomington, MN - Administration Sourcing Specialist
IHC Specialty Benefits, Minneapolis, MN - Marketing Coordinator
Roundbank, St. Paul, MN - Marketing Assistant
Innovance, Albert Lea, MN - Marketing Coordinator
Ryerson, Minneapolis, MN - Inside Sales Representative
Innovative SharePoint, St. Paul, MN - Business Outcomes Manager
Self-employed, Edina, MN - Freelance Online Marketing Specialist
Self-employed, Minneapolis, MN - Freelance Marketing
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Self-employed and Buffalo Wild Wings, Duluth, MN - Freelance Social Media Marketer and Guest Experience Captain
Skyline Exhibits, Eagan, MN - Marketing Assistant
Southern Minn Media, Northfield, MN - Account Coordinator
Star Tribune, Minneapolis, MN - Digital Client Service Specialist
Target Stores, Bemidji, MN - Executive Team Lead
TC Systems, Edina, MN - Customer Service & Sales
The House Boardshop and Afton Alps Ski Area, Little Canada and Hastings, MN - Sales Associate and Snowboard Instructor
The Redwoods Company, Eagan, MN - Account Executive
Thomson Reuters, Eagan, MN - CI Solutions Specialist
Topline Federal Credit Union, Maple Grove, MN - Marketing Specialist
Town of Frisco, Frisco, CO - Communications Lead
Townsquare Media, Duluth, MN - Multi Media Specialist
Uglydeck.com, Burnsville, MN - Production Manager
United Rentals, South St. Paul, MN - Sales Associate
UPS, Minneapolis, MN - Driver's Helper
US Bank Home Mortgage, Bloomington, MN - Mortgage Loan Originator
UTC Aerospace Systems, Burnsville, MN - Marketing Support Analyst
Viking Engineering & Development, Minneapolis, MN - Marketing Analyst
Wal-Mart, Little Falls, MN - Assistant Manager
WellPoint, Gilbert, MN - Customer Service Representative
YAMAMOTO, Minneapolis, MN - Junior Designer

Graduate School, Marketing Research, University of Georgia, Athens

Undergrad/Technical, Continuing Education, China
Undergrad/Technical, German Studies, University of Passau, Germany