## Annual Comparison

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>112</td>
<td>110</td>
<td>91</td>
<td>127</td>
<td>112</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>108</td>
<td>104</td>
<td>83</td>
<td>121</td>
<td>104</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>96%</td>
<td>95%</td>
<td>91%</td>
<td>95%</td>
<td>93%</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>104</td>
<td>101</td>
<td>81</td>
<td>118</td>
<td>103</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>96%</td>
<td>97%</td>
<td>98%</td>
<td>98%</td>
<td>99%</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>93/104</td>
<td>80/101</td>
<td>71/81</td>
<td>103/118</td>
<td>89/103</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>89%</td>
<td>79%</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td><strong>Internship Participation Respondents</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>62</td>
<td>51</td>
<td>51</td>
<td>63</td>
<td>66</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>62%</td>
<td>51%</td>
<td>66%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>30/56</td>
<td>16/44</td>
<td>27/50</td>
<td>32/62</td>
<td>32/63</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>54%</td>
<td>36%</td>
<td>54%</td>
<td>52%</td>
<td>51%</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>0/0</td>
<td>22/28</td>
<td>35/49</td>
<td>39/62</td>
<td>48/63</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>na</td>
<td>79%</td>
<td>71%</td>
<td>63%</td>
<td>76%</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>30/57</td>
<td>23/45</td>
<td>23/49</td>
<td>21/62</td>
<td>30/63</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>53%</td>
<td>51%</td>
<td>47%</td>
<td>34%</td>
<td>48%</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>14/30</td>
<td>11/23</td>
<td>14/23</td>
<td>8/21</td>
<td>14/30</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>47%</td>
<td>48%</td>
<td>61%</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Study Abroad Participation Respondents</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>96</td>
<td>97</td>
<td>74</td>
<td>105</td>
<td>88</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>86%</td>
<td>88%</td>
<td>81%</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>24%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
<td>23%</td>
</tr>
</tbody>
</table>
# 2017-18 UMD 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>112</td>
<td>104</td>
<td>103</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>103</td>
<td>89</td>
<td>86%</td>
<td>99%</td>
<td>98%</td>
<td></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>72</td>
<td>14000</td>
<td>80000</td>
<td>45392</td>
<td>44340</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>63%</td>
<td>32%</td>
<td>5%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Internships

<table>
<thead>
<tr>
<th>Completed an internship⁵</th>
<th>Received academic credit for it</th>
<th>Was paid</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># Yes</td>
<td>% Yes</td>
</tr>
<tr>
<td>94</td>
<td>66</td>
<td>70%</td>
<td>63</td>
<td>32</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>88</td>
<td>20</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

3M, Indianapolis, IN - Sales Representative
3M, St. Paul, MN - Frontline Field Sales Intern
3M, St. Paul, MN - Inside Sales Representative
Advantage Solutions, New Prague, MN - Financial Advisor
AG Parts Worldwide, Hudson, WI - eCommerce Assistant
Airtec Sports, Hudson, WI - Sales
Allstate Insurance, Chanhassen, MN - Insurance Sales & Head Marketer
Alltria Group Distribution Company, Bloomington, MN - Territory Sales Manager
American Financial, Minneapolis, MN - Client Services Professional
AMSOIIL, Superior, WI - Marketing Coordinator
Andersen Corporation, Stillwater, MN - Sales Development Representative
Arctic Wolf Networks, Eden Prairie, MN - Account Representative
Arctic Wolf Networks, Eden Prairie, MN - Sales Development Representative
Arctic Wolf Networks, Eden Prairie, MN - Sales Development Representative
Arctic Wolf Networks, Eden Prairie, MN - Sales Development Representative
AREA Commercial Real Estate Advisors, Excelsior, MN - Business Analyst
ARI Network Services, Duluth, MN - Junior Account Manager & Website Consultant
BLM Technologies, Plymouth, MN - Account Representative
C.H. Robinson, Duluth, MN - Carrier Sales Representative
C.H. Robinson, Eden Prairie, MN - Account Manager
Canopy Tax, Lehi, UT - Sales Development Representative
CareStack, Kissimmee, FL - Sales Development Representative
Cargill, Wayzata, MN - Business Development Representative
CFS Interiors & Flooring, Eagan, MN - Marketing & Sales Representative
Chase on the Lake, Walker, MN - Wedding & Group Sales Manager
Clarity Coverdale Fury Advertising, Minneapolis, MN - Media Analyst
Contour Clinic by Juvly, Burnsville, MN - Office Administrator & Front Desk
Coyote Logistics, Minneapolis, MN - National Account Manager
Designer Sign Systems, Blaine, MN - Graphic Designer & Production Specialist
Duluth Pack, Duluth, MN - Social Media Analyst
Edina Real Estate, Edina, MN - Real Estate Agent
Enterprise Holdings, Shakopee, MN - Management Trainee
Enterprise Holdings, St. Cloud, MN - Management Trainee
Epicor, Minneapolis, MN - Business Development Representative
Epicor, St. Louis Park, MN - Business Development Representative
Fairway Independent Mortgage Corporation, Minneapolis, MN - Loan Officer
Fastenal, Blaine, MN - Sales Associate
Fastenal, Duluth, MN - Outside Sales Representative
Faster Solutions, Duluth, MN - Customer Success Manager
Faster Solutions, Duluth, MN - Office Manager & Lead Specialist
FedEx, Duluth, MN - Driver
Feradyne Outdoors, Superior, WI - Sales & Tech Support
Ferguson Enterprises, Denver, CO - Outside Sales Representative
Ferguson Fire & Fabrication, Brooklyn Center, MN - Sales Trainee
Festivities, Minnetonka, MN - Event Sales Assistant
Finnegans Brew Co., Minneapolis, MN - Hospitality Staff
Gander Outdoors, Bloomington, MN - Search Engine Optimization Specialist
Gerhard's Kitchen & Bath Store, La Crosse, WI - Sales & Design Intern
Giant Voices, Duluth, MN - Media & Vendor Relations Coordinator
Haworth Marketing + Media, Minneapolis, MN - Assistant Marketing Strategy
HelpSystems, Eden Prairie, MN - Business Development Representative
Holy Land, Minneapolis, MN - Director of Restaurant Operations
Indue, Hudson, WI - Marketing & Sales Representative
Jack Link's, Minneapolis, MN - Internal Sales Representative
Kohl's Corporate, Milwaukee, WI - Merchandise Analyst
Kurt Manufacturing, Coon Rapids, MN - Sales Engineer
Lapp Tannehill, Savage, MN - Inside Sales Representative
Luther Automotive, Golden Valley, MN - Digital Operations Manager, St. Louis Park, MN - Business Development & Events Coordinator
Marsh & McLennan Agency, Brooklyn Park, MN - Management Liability Group Client Service Representative
maurices, Duluth, MN - Creative Production Coordinator
maurices, Duluth, MN - Merchandise Administration Specialist
Merkle, Minneapolis, MN - Advertising Operations Analyst
Metro Sales, Richfield, MN - Sales Representative
Minneapolis Grain Exchange, Minneapolis, MN - Marketing & Executive Office Assistant
Modern Foundation, Plymouth, MN - Media Buyer
National Alliance on Mental Illness, Rochester, MN - Marketing & Development Intern
National Marine Manufacturers Association, Minneapolis, MN - Show Administrator
NetSPI, Minneapolis, MN - Sales Development Representative
Nina Hale, Minneapolis, MN - Marketing Intern
Omaha Storm Chasers, Omaha, NE - Group Ticket Sales Representative
Oracle, Minneapolis, MN - Business Development Representative
Parqa, Minneapolis, MN - Junior Digital Marketing Specialist
Pearson, Bloomington, MN - Sales Operation Administrator
Phi Kappa Psi, Indianapolis, IN - Chapter Services Consultant
PMG, Bloomington, MN - Recruiter
Protolabs, Maple Plain, MN - Account Manager (2)
RAM Mutual Insurance, Duluth, MN - Underwriting Support Specialist
Robert Half, Minneapolis, MN - IT Recruiter
Schultz Builders, St. Charles, MN - Carpenter
Self-employed, Duluth, MN - Tattoo Shop Owner
Self-employed, Minneapolis, MN - Social Media Marketing & Electrical work
Sherwin-Williams, Duluth, MN - Assistant Manager
Sign-Zone, Brooklyn Center, MN - Customer Service Associate
SPS Companies, St. Louis Park, MN - Inside Sales
St. Paul, MN - Specialty Representative
Staples Business Advantage, New Brighton, MN - Service Coordinator
Starkey Hearing Technologies, Eden Prairie, MN - Advertising Promotions Representative
SUPERVALU, Hopkins, MN - Buyer
SUPERVALU, Hopkins, MN - Department Specialist 1 for Grocery, Frozen & Dairy Team
SUPERVALU, Stillwater, MN - Department Specialist
The Brookshire Company, Lakeville, MN - Associate
The Kraft Heinz Company, Minneapolis, MN - Customer Retail Marketer
The Lacek Group, Minneapolis, MN - Associate Account Executive
The Zimmerman Group, Minnetonka, MN - Marketing Intern
Thomson Reuters, Eagan, MN - Marketing Intern
TLC Companies, Brooklyn Center, MN - Regional Sales Manager
Total Wine & More, Bethesda, MD - Senior Supply Chain Specialist
TQL, Minneapolis, MN - Logistics Account Executive
Travelers Insurance, St. Paul, MN - Claims Representative Outside Property Trainee
University of Minnesota Duluth, Department of Intercollegiate Athletics, Duluth, MN - Marketing Assistant
University of Minnesota Duluth, Glensheen Historic Estate, Duluth, MN - Assistant Gardener
US Bank, St. Paul, MN - Universal Banker