



# FIRST DESTINATION REPORT

August 2019, December 2019 and May 2020

## MARKETING MAJOR



**114** students graduated with marketing degree

**102** marketing graduates responded

### POST-GRADUATION ACTIVITY AMONG RESPONDERS

	# of students	% of responses
Employed full-time	78	76.5%
Enrolled in graduate school	6	5.9%
Military	0	0%
Post-graduate service	0	0%
Seeking	18	17.6%

*\*Data is reported when 5 or more students in a major pursued the post-graduation option.  
Data is collected through a self-reported student survey, faculty and LinkedIn input.*

### FULL-TIME SALARY

*among all marketing graduates*

<b>Range</b>	\$30,000 - \$78,000
<b>Average</b>	\$52,308
<b>Median</b>	\$50,000

### FULL-TIME SALARY

*among graduates in marketing roles*

<b>Range</b>	\$45,000 - \$72,000
<b>Average</b>	\$46,874
<b>Median</b>	\$45,250

### SIGNING BONUS

*among graduates in marketing roles*

<b>Number of Signing Bonuses</b>	5
<b>Average Bonus</b>	\$2,750

## EMPLOYERS

ABT Electronics  
Accelerated Analytical Labs  
Accelity  
Action Enterprise Logistics  
Advantage Solutions  
Airbnb Host  
Aon Corporation  
Associated Bank  
Azul Partners Inc.  
Baird

Baker Tilly  
Bartsch Management  
BC Adhesives  
BelAir Cantina Inc.  
BlueGrace Logistics  
Broadcast Music, Inc.  
Cappgemini  
Children's Wisconsin  
Clarios  
Colliers International

Continental Electrical Construction Company  
Crate and Barrel  
Direct Supply  
EquipmentShare  
Eze Software  
FIS  
Fiserv  
Founders 3 Real Estate Services  
Froedtert Health

## EMPLOYERS (CONTINUED)

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G2  
Gallagher  
Good Karma Brands  
Guard Street Partners, LLC  
Huron Capital  
Intouch 7  
ITONICS GmbH  
Jockey  
Jones Lang Lasalle  
KLS Martin Group  
KPMG  
Kroff, Inc.  
Martin Brower  
Medasource  
Medline Industries, Inc.

Minnetronix Medical  
National Bobblehead Hall of Fame and  
Museum  
Nestle  
OptumRx  
PGA Minnesota  
PMA Financial Network, LLC  
Proxima  
PwC  
Qatar Airways  
Quad  
Racine Unified School District  
Rockwell Automation  
SC Johnson  
Shift Digital

StreamLight RGB  
Stride Financial  
Synergy Flavors  
Techtronic Industries  
The Dieringer Research Group  
The Master Lock Company  
Thrivent Financial  
TTI  
U.S. Bank  
United Rentals  
V2Force - Salesforce  
Warner Music Group  
Wintrust Bank  
WWBIC

## POSITION TITLES

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Account Administrator  
Account Executive  
Account Management Operations  
Coordinator  
Assistant Property Manager  
Associate  
Associate Broker  
Associate Client Executive  
Associate Consultant Employee Rewards  
and Executive Compensation  
Associate Engagement Specialist  
Associate HR Generalist  
Associate Product Manager  
Audit Staff  
Bilingual Long Term Substitute Teacher  
Business Consultant  
Business Development Manager  
Business Development Representative  
Buyer  
Carrier Sales Executive  
Client Services Manager  
Consultant  
Consumer Care Rep  
Coordinator, Warner Music U  
Corporate Engagement Intern  
Corporate Trainee  
Customer Supply Chain Analyst

Customer Support Specialist  
Data Analyst  
Digital Marketing Specialist  
Digital Media Specialist  
Email Marketing Associate  
Entry Level IT Consultant  
Event Marketing Specialist  
Field Readiness Communication Specialist  
Field Sales and Marketing Representative  
Flight attendant  
Founder  
Human Resources Coordinator  
Inside Sales Account Manager  
Inside Wireman Apprentice  
Intern  
Internal Marketing Insight  
IT Audit Consultant  
IT Early Career Rotational Program  
Life Insurance Specialist  
Marketing Facilitator - ESPN Milwaukee  
Marketing Intern  
NAFI Sales Executive I  
OCM Consultant  
Online Marketplace Account Coordinator  
Post-Acute Inside Sales Associate  
Private Equity Intern  
Procurement Analyst

Producer Associate  
Product Development Management  
Specialist  
Project Manager  
Project Support Analyst  
Public Finance Marketing Coordinator  
Real Estate Market Analyst  
Regional Sales Associate  
REMS Coordinator  
Risk, Internal Audit, and Cybersecurity  
Staff Consultant  
Rotational Credit Analyst  
Rotational Program  
Sales Analyst  
Sales Associate  
Sales Representative  
Salesforce Administrator  
SAP Consultant  
Securities Specialist  
Supply Planner  
Tenant Services Representative  
Territory Account Manager  
Tournament Operations Intern  
Translator/Customer Service/Management  
Vendor Incentives Administrator  
Wayfinding Specialist  
Wealth Manager

## GRADUATE SCHOOLS

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Marquette University  
St. Francis de Sales Seminary  
University of Notre Dame

University of Ottawa  
University of San Francisco

For more information please contact the  
**Marquette University Business Career Center** at  
[businesscareers@marquette.edu](mailto:businesscareers@marquette.edu) or (414) 288-7927