



FIRST DESTINATION REPORT

August 2020, December 2020 and May 2021

MARKETING MAJOR



104 students graduated with marketing degree
97 marketing graduates responded

POST-GRADUATION ACTIVITY AMONG RESPONDERS

	# of students	% of responses
Employed full-time	88	90.7%
Enrolled in graduate school	6	6.2%
Military	0	0%
Own business	*	*%
Seeking	*	*%

**Data is reported when 3 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

Range	\$20,000 - \$77,000
Average	\$53,118
Median	\$53,050

SIGNING BONUSES

among all marketing graduates

Number of Signing Bonuses Reported	12
Average Signing Bonus	\$4,083

Signing bonus information is reported when at least 5 graduates received a signing bonus.

EMPLOYERS

Accenture
Amazon
American Marketing & Publishing
Artisan Partners
AT&T
Badger Meter Inc.
Baird
Breakaway Basketball
Capgemini
Cboe Global Markets
Continental Properties
Cushman and Wakefield
Dieringer Research Group

Ecolab
Ed Farm
Everspring
FIS
Ford Motor Company
Founders 3 Real Estate Services
Gallagher
GE Healthcare
Goldfish Swim School - Northbrook
Google
Gravy
Greenstone Partners
Groupon

HBR Consulting
HCL Technologies
hntb
Hydrite
Implecho
Jared Galleria of Jewelry
Joe Hand Promotions
Johnson Controls Inc.
Kohl's
Konz Wood Products
Lamplight
Lincoln International LLC
Little Ceasars

EMPLOYERS (CONTINUED)

Marcus & Millichap
MassDrive, a Bindable Company
Meijer
MetLife
Michael Page
Mid-America Real Estate Group
Mintel
Monster Energy
Motorola Solutions
MYCO USA
Nolan Transportation Group (NTG)
nVent

Ogden & Company
OpenGov Inc.
Precision Value
Racine Unified School District
Rep1 Sports
Samsara
Sherwin Williams
Spark Foundry
SportsRecruits
Stairway Partners, LLC
TEKsystems
The Redmond Company

Trilogy Real Estate Group
Tron Solar
TTI
U.S. Bank
Uline
Varsity Campus
Victory Innovations
West China Public Information Corporation
Wintrust Financial Corporation

POSITION TITLES

Account Development Representative
Account Executive
Account Representative
Account Sales Representative
Alternative Investments Associate
Artist Management
Asset Management Analyst
Assistant General Manager
Assistant Manager
Associate
Associate Account Strategist
Associate Buyer
Associate, Media Planning
Bilingual Long Term Substitute Teacher
Business Analyst (BA)
Business Development Associate
Business Development Representative
Buyer
Carrier Coverage Representative
Client Coordinator
Client Service Associate
Coach
Commercial Real Estate Broker
Consultant
Consumer Engagement Marketer

Contract Researcher
Credit Analyst
Customer growth specialist
Data and Analytics Specialist
Development Associate
Event Marketing Specialist
Event Partnership Specialist
Executive Assistant
Executive Management Training Program
Facilities Coordinator
Field Marketing Representative
Field Sales & Marketing
Field Sales and Marketing Representative
Financial Analyst
Investment Analyst
Investment Technology Analyst
Manager
Marketing & Client Data Analyst
Marketing Analyst and Assistant Recruiter
Marketing Associate
Marketing Coordinator
Marketing Generalist
Marketing Lead Specialist
Marketing Leadership Development
Program

Marketing Research Coordinator
Marketing Specialist
Marketing Strategy Coordinator
MS&S Field Zone Manager
Mutual Fund Administration 1
Operations Area Manager
Order Processing Associate
Procurement Analyst
Project Assistant
Project Coordinator
Project Support Analyst
Recruitment Consultant
Research Analyst
Sales Agent
Sales Associate and Jewelry Consultant
Sales Development Representative
Sales Representative
Single Store Representative
Street Team Representative
Supply Chain Development Program
Associate
Technical Consultant
Technical Recruiter
Technology Platform Analyst
Transaction Coordinator

GRADUATE SCHOOLS

Florida Institute of Technology
Marquette University
University College London