GRADUATE FOLLOW-UP REPORT
UNIVERSITY OF MINNESOTA DULUTH
2016-2017

Marketing

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# 2016-17 UMD Graduate Follow-up Report

## Marketing
(Bachelor of Business Administration)

### Annual Comparison

<table>
<thead>
<tr>
<th>July 1 to June 30</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>117</td>
<td>112</td>
<td>110</td>
<td>91</td>
<td>127</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>112</td>
<td>108</td>
<td>104</td>
<td>83</td>
<td>121</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>96%</td>
<td>96%</td>
<td>95%</td>
<td>91%</td>
<td>95%</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>106</td>
<td>104</td>
<td>101</td>
<td>81</td>
<td>118</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>104</td>
<td>104</td>
<td>101</td>
<td>81</td>
<td>118</td>
</tr>
<tr>
<td>Respondents Employed in Minnesota</td>
<td>96%</td>
<td>96%</td>
<td>95%</td>
<td>91%</td>
<td>95%</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>82/106</td>
<td>93/104</td>
<td>80/101</td>
<td>71/81</td>
<td>103/118</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>77%</td>
<td>89%</td>
<td>79%</td>
<td>88%</td>
<td>87%</td>
</tr>
<tr>
<td>Internship Participation Respondents</td>
<td>93</td>
<td>100</td>
<td>100</td>
<td>77</td>
<td>106</td>
</tr>
<tr>
<td>Internship Participation Respondents</td>
<td>79%</td>
<td>89%</td>
<td>91%</td>
<td>85%</td>
<td>83%</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>63</td>
<td>62</td>
<td>51</td>
<td>51</td>
<td>63</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>68%</td>
<td>62%</td>
<td>51%</td>
<td>66%</td>
<td>59%</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>40/62</td>
<td>30/56</td>
<td>16/44</td>
<td>27/50</td>
<td>32/62</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>65%</td>
<td>54%</td>
<td>36%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>0/0</td>
<td>0/0</td>
<td>22/28</td>
<td>35/49</td>
<td>39/62</td>
</tr>
<tr>
<td>Respondents receiving payment for their internship or co-op experience</td>
<td>na</td>
<td>na</td>
<td>79%</td>
<td>71%</td>
<td>63%</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>23/61</td>
<td>30/57</td>
<td>23/45</td>
<td>23/49</td>
<td>21/62</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>38%</td>
<td>53%</td>
<td>51%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>12/23</td>
<td>14/30</td>
<td>11/23</td>
<td>14/23</td>
<td>8/21</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>52%</td>
<td>47%</td>
<td>48%</td>
<td>61%</td>
<td>38%</td>
</tr>
<tr>
<td>Study Abroad Participation Respondents</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>74</td>
<td>105</td>
</tr>
<tr>
<td>Study Abroad Participation Respondents</td>
<td>79%</td>
<td>86%</td>
<td>88%</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>21</td>
<td>23</td>
<td>13</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>23%</td>
<td>24%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
</tbody>
</table>
# Marketing

## 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>127</td>
<td>121</td>
<td>118</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>118</td>
<td>103</td>
<td>87%</td>
<td>98%</td>
<td>98%</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>73</td>
<td>20800</td>
<td>95000</td>
<td>43224</td>
<td>40000</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>64%</td>
<td>26%</td>
<td>10%</td>
<td></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>106</td>
<td>63</td>
<td>59%</td>
<td>62</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>105</td>
<td>16</td>
<td>15%</td>
</tr>
</tbody>
</table>

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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, Fargo, ND - Sales Representative
3M, St. Paul, MN - Customer Service Representative
AB&B Insurance, Prior Lake, MN - Independent Insurance Agent
ABC Supply Co. Inc., St. Paul, MN - Sales Representative
Advanced Wireless Communications, Rosemount, MN - Sales Manager
Aerotek, Mendota Heights, MN - Recruiter
Ameriprine Financial, Minneapolis, MN - Marketing Coordinator
Anoka-Hennepin Schools, Andover, MN - Special Education Paraprofessional & Football Coach
Api Group, New Brighton, MN - Accountant
ARI Network Services, Duluth, MN - Marketing Sales Website Consultant
Arrow Systems Integration, Bloomington, MN - Inside Sales Account Manager
AT&T, Superior, WI - Retail Sales Consultant
Athenahealth, Boston, MA - Sales Executive
ATS, St. Cloud, MN - International Sales Representative
Avante Advertising, Denver, CO - Corporate Trainer
Award Staffing, Ramsey, MN - Recruiter & Marketing Assistant
BASF, Shakopee, MN - Customer Service Specialist
Best Buy, Twin Cities, MN - Business-to-Business Sales Specialist
Best Buy through The NPD Group, Richfield, MN - Client Account Manager
BNSF Logistics, Springdale, AR - Sales Management Trainee
BOMA Greater Minneapolis, Minneapolis, MN - Member Services
Brettling Manufacturing, Ashland, WI - Sales & Marketing
Coyote Logistics, Minneapolis, MN - National Account Manager (2)
Daktronics, Brookings, SD - Sales Intern
Davis Family Dairies, Nicollet, MN - Administrative Office Assistant
Dealer Teamwork, Eden Prairie, MN - Search Manager
Deluxe, Shoreview, MN - Email Marketing Associate
Deluxe, Shoreview, MN - Inside Sales Representative
Duluth Trading Company, Duluth, MN - Sales Associate
Duluth Trading Company, Red Wing, MN - Sales Lead
Edward Jones, Duluth, MN - Financial Advisor
Enterprise Rent-A-Car, Bloomington, MN - Management Trainee
Essentia Health, Duluth, MN - Pharmacy Technician
Families First of Minnesota, Rochester, MN - Program Assistant
Fastenal, Duluth, MN - Account Manager
Fastenal, Edina, MN - Inside Sales Specialist
Ferguson, Atlanta, GA - Outside Sales
Ferguson, Charlotte, NC - Sales Trainee
GetAway Travel, Burnsville, MN - Travel Consultant
Giant Voices, Duluth, MN - Social Media Specialist
Gyer Signal Inc., St. Cloud, MN - Road Worker
Harbor Freight Tools, Duluth, MN - Sales Supervisor
Haworth Marketing + Media, Minneapolis, MN - Assistant Media Planner
Haworth Marketing + Media, Minneapolis, MN - Digital Strategy Assistant
Haworth Marketing + Media, Minneapolis, MN - Media Strategy Planner
ICF Olson, Minneapolis, MN - Connections Strategic Intern
ICF Olson, Minneapolis, MN - Marketing Analyst
Keller Williams Premier Realty, Woodbury, MN - Realtor
Keyence, St. Louis Park, MN - Sales Engineer
Kwik Trip, Faribault, MN - Cashier
Livelihood Story Builders, Minneapolis, MN - President, Founder & Consultant
Loffler, Bloomington, MN - Business Development Executive (2)
Mall of America, Minneapolis, MN - Social Media Marketing Specialist
maurices, Duluth, MN - eCommerce Site Merchandiser
Media Relations Agency, Burnsville, MN - Business Development Specialist
Menards, Duluth, MN - Sales Associate
Menards, Eau Claire, WI - Marketing Circulation & Traffic Coordinator
Merchology, Minnetonka, MN - Account Specialist
Metro Sales, Duluth, MN - Account Executive
Microsoft, Fargo, ND - Sales Development Specialist (3)
Miga Solutions, Plymouth, MN - Sales & Marketing Coordinator
Miller Hill Mall, Duluth, MN - Marketing Assistant
Minnesota Timberwolves, Minneapolis, MN - Inside Sales Associate
Minnesota Vikings, Minneapolis, MN - Vikings Rewards Associate
Mystic Lake Casino Hotel, Prior Lake, MN - Promotions Coordinator
National Rural Health Resource Center, Duluth, MN - Program Assistant
NimbeLink, Plymouth, MN - Sales & Operations Coordinator
Nordstrom, Bloomington, MN - Sales Associate
Northern Tool + Equipment, Burnsville, MN - Associate Search Engine Marketing Analyst
Northstar Ford, Duluth, MN - Accessory Sales Manager
Optimize Social Media, Oakdale, MN - Social Media Manager
Oracle NetSuite, Minneapolis, MN - Business Development Representative
Periscope, Minneapolis, MN - Associate Media Planner
Periscope, Minneapolis, MN - Associate Paid Search Planner
Pinewski's Ski Shop, Anoka, MN - Sales Executive
Prime Advertising & Design, Maple Grove, MN - Account Manager
Proto Labs, Maple Plain, MN - Account Manager
Schultz Builders, Utica, MN - Construction Worker
Siemens, Plymouth, MN - Sales & Marketing Representative

Giant Voices, Duluth, MN - Social Media Specialist
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Haworth Marketing + Media, Minneapolis, MN - Assistant Media Planner
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Oracle NetSuite, Minneapolis, MN - Business Development Representative
Periscope, Minneapolis, MN - Associate Media Planner
Periscope, Minneapolis, MN - Associate Paid Search Planner
Pinewski's Ski Shop, Anoka, MN - Sales Executive
Prime Advertising & Design, Maple Grove, MN - Account Manager
Proto Labs, Maple Plain, MN - Account Manager
Schultz Builders, Utica, MN - Construction Worker
Siemens, Plymouth, MN - Sales & Marketing Representative
Siteimprove, Bloomington, MN - Sales Development Representative
Solutions Midwest, Savage, MN - IT Support
Speaker Law Firm, Lansing, MI - Marketing Coordinator
SportsEngine, Minneapolis, MN - Project Coordinator
SPS Commerce, Minneapolis, MN - Associate Account Executive
SPS Commerce, Minneapolis, MN - Community Account Executive (2)
St. Paul Saints, St. Paul, MN - Ticket Office Manager
State Farm, Duluth, MN - Sales Representative
Stonebridge, Apple Valley, MN - Marketing Intern
Suddath, Eden Prairie, MN - Customer Service Representative
Summit Management, Duluth, MN - Leasing Agent
Target, Minneapolis, MN - Associate Buyer
Target and Norton Music Promotions, Maple Grove and Minneapolis, MN - Logistics Team Lead and Founder
TBI Residential & Community Services, Duluth, MN - Behavioral Specialist
TempWorks Software, Eagan, MN - Corporate Trainer
The Inn on Lake Superior, Duluth, MN - Sales & Service Manager
The Rosedale Tavern, Denver, CO - Bartender
Thomson Reuters, Eagan, MN - Product Marketing Coordinator
Thrivent Financial, Minneapolis, MN - Marketing Specialist
thyssenkrupp, Minneapolis, MN - Sales Representative
Torque Fitness, Coon Rapids, MN - Inside Sales
UL, Mounds View, MN - Inbound Sales Representative
University of Minnesota Duluth, Intercollegiate Athletics, Duluth, MN - Marketing Assistant
University of Minnesota Twin Cities, Minneapolis, MN - Associate Development Officer
Upper Lakes Foods, Cloquet, MN - Procurement
USA Security, Eden Prairie, MN - Assistant Marketing Director & Sales Coordinator
US Commodities, Minneapolis, MN - Export Logistics Manager
Viking Coca Cola, Hutchinson, MN - On Premise Account Manager
Village Green, Minneapolis, MN - Sales & Marketing Consultant
Wells Fargo, Eagan, MN - Loan Servicing Specialist
Wells Fargo Home Mortgage, Minneapolis, MN - Operations Analyst
Western Bank, Duluth, MN - Bank Teller
York Solutions, Brooklyn Park, MN - Account Executive
York Solutions, Brooklyn Park, MN - IT Technical Recruiter