### 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>123</td>
<td>117</td>
<td>112</td>
<td>110</td>
<td>91</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>118</td>
<td>112</td>
<td>108</td>
<td>104</td>
<td>83</td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>111</td>
<td>106</td>
<td>104</td>
<td>101</td>
<td>81</td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Internship Participation Respondents</strong></td>
<td>96</td>
<td>93</td>
<td>100</td>
<td>100</td>
<td>77</td>
</tr>
<tr>
<td>Respondents completing an internship or co-op experience (not student teaching)</td>
<td>52</td>
<td>63</td>
<td>62</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
<td>Respondents receiving academic credit for their internship or co-op experience</td>
<td>29/51</td>
<td>40/62</td>
<td>30/56</td>
<td>16/44</td>
<td>27/50</td>
</tr>
<tr>
<td>Respondents receiving an offer of employment from the internship or co-op site</td>
<td>18/51</td>
<td>23/61</td>
<td>30/57</td>
<td>23/45</td>
<td>23/49</td>
</tr>
<tr>
<td>Respondents accepting the employment offer</td>
<td>6/17</td>
<td>12/23</td>
<td>14/30</td>
<td>11/23</td>
<td>14/23</td>
</tr>
<tr>
<td><strong>Study Abroad Participation Respondents</strong></td>
<td>95</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>74</td>
</tr>
<tr>
<td>Respondents participating in a study abroad program</td>
<td>21</td>
<td>21</td>
<td>23</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
<td>13%</td>
<td>14%</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>
<th>Employed %</th>
<th>%</th>
<th>Placed³</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>83</td>
<td>81</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>81</td>
<td>71</td>
<td>88</td>
<td>98</td>
<td>98</td>
<td>99</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>50</td>
<td>20800</td>
<td>75000</td>
<td>41095</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></td>
<td>56</td>
<td>22</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>% of Total Respondents</td>
<td>69%</td>
<td>27%</td>
<td>4%</td>
<td></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>Respondents⁶</td>
<td>Yes</td>
<td>% Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>77</td>
<td>51</td>
<td>66%</td>
<td>50</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>74</td>
<td>10</td>
<td>14%</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, Maplewood, MN - Sales Representative
Advantage Signs & Graphics, Little Canada, MN - Marketing Specialist
Basaltic Concrete Products, Denver, CO - Customer Service Representative
Boom Lab, Minneapolis, MN - Project Management Associate
Breakthru Beverage, St Paul, MN - Merchandiser
Bremer Bank, Eden Prairie, MN - Client Service Associate
Buckle, Duluth, MN - Sales Manager
C.H. Robinson, Eden Prairie, MN - Operations Coordinator
Canal Park Lodge, Duluth, MN - Guest Representative
Check Point Software Technologies, New York, NY - Inside Sales Representative
Coca-Cola, Eagan, MN - Marketing Development Manager
Colgate-Palmolive, Minneapolis, MN - Marketing Analytics Manager
Columbia Pipe & Supply Co., Eagan, MN - Sales Trainee
Compudyne, Duluth, MN - Project Coordinator
Concordia University, St. Paul, MN - Campus Experience Coordinator
Delta Airlines, Chisholm, MN - Customer Experience Specialist
Duluth Pack, Duluth, MN - Marketing Associate
Duluth Pack, Duluth, MN - Sales Representative
Ecolab, Eagan, MN - Customer Master Data Analyst
Edward Jones, Hutchinson, MN - Financial Advisor
Enterprise Rent-A-Car, Duluth, MN - Management Trainee
Fastenal, Duluth, MN - Associate Sales Specialist
Faster Solutions, Duluth, MN - Web Marketing Coordinator
Feed My Starving Children, Coon Rapids, MN - Team Leader
Fish & Richardson, Minneapolis, MN - Marketing & Business Development Assistant
Fourteen Foods, Bloomington, MN - Marketing Coordinator
Granite Logistics | Agent for Trinity Logistics, Minneapolis, MN - Customer Sales Representative
Gronomics, East Bethel, MN - Sales Representative
Happy Dog Web Productions, White Bear Lake, MN - Digital Marketing Specialist
Hartman Complete Lawn Care, Rochester, MN - Supervisor
Headway Assets, Forest Lake, MN - Operations Manager
Henry Schein, Eagan, MN - Field Sales
Hershey Company, Manhattan, KS - Retail Sales
iMatrix, San Diego, CA - Sales Consultant
Jack Link's Beef Jerky, Minneapolis, MN - Sales Support Analyst
KBJR-TV, Duluth, MN - Interactive Marketing Manager
Lake Superior Art Glass, Duluth, MN - Marketing & Communications
Lake Superior Marketing, Duluth, MN - Owner & Project Manager
Lucid Software, Salt Lake City, UT - Account Development Representative
Marco Technologies, Duluth, MN - Technology Advisor
maurices, Duluth, MN - Assistant Manager
Microsoft, Fargo, ND - Customer Success Manager
Microsoft, Fargo, ND - Sales Development Specialist
Minnesota Timberwolves, Minneapolis, MN - Group Events Sales Associate
Minnesota Vikings, Minneapolis, MN - Sales & Services Representative
Minnesota Wild, St. Paul, MN - Fan Development Intern
Nabisco, Eden Prairie, MN - Sales Service
NAPA Auto Parts, Long Lake, MN - Assistant General Manager
Novus Media, Plymouth, MN - Region Coordinator
Old World Meats, Duluth, MN - Manager
Orascoptic, Middleton, WI - North American Sales Representative
PAL Management, Burnsville, MN - Business Development Marketing Analyst
Prime Therapeutics, Eagan, MN - Account Install Specialist
Proto Labs, Maple Plain, MN - Account Representative
REMAX Results, St. Paul, MN - Marketing Assistant
Rouzer Group, St. Louis Park, MN - Territory Merchandising & Marketing Specialist
Sanford Center, Bemidji, MN - Banquet Captain
Snell Motors, Mankato, MN - Sales Professional
SPS Commerce, Minneapolis, MN
SPS Commerce, Minneapolis, MN - Sales Development Representative
St. Paul, MN - Event Coordinator & Planner
Staples Business Advantage, Arden Hills, MN - Outside Sales Consultant
Target, Brooklyn Park, MN - Senior Administrative Assistant
Target, Chanhassen, MN - Cashier
The Sports Garden Bar & Grill, Duluth, MN - Server
Tidy Boats, Wayzata, MN
TotalMed Staffing, Appleton, WI - Recruiter
Total Quality Logistics, Minneapolis, MN - Logistics Account Specialist
Trane, St. Paul, MN - Service Sales
Travelers Insurance, St. Paul, MN - Underwriter
Trustwave Holdings, Eden Prairie, MN - Account Manager
Tweak Social Media & Marketing, Sturgeon Bay, WI - Social Media Specialist
UnitedHealthcare, Minnetonka, MN - Business Development Representative
United Rentals, Plymouth, MN - Outside Sales Associate
Weis Builders, Minneapolis, MN - Marketing Administrator
Wells Fargo, Minneapolis, MN - Home Closing Specialist
Westwood Professional Services, Eden Prairie, MN - Strategic Planning Specialist
When I Work, Minneapolis, MN - Account Development Representative
When I Work, Minneapolis, MN - Account Development Representative
Woodruff Sweitzer, Red Wing, MN - Contact Marketing Coordinator
Wurth Adams Nut & Bolt Company, Brooklyn Park, MN - Outside Sales Representative

 Graduate School, Business Administration, University of Minnesota Duluth