



COLLEGE OF BUSINESS
Business Career Center

POST-GRADUATION CAREER OUTCOMES

FOR UNDERGRADUATES 2018-19

MARKETING GRADUATES

The post-graduation career outcomes report reflects information on 168 undergraduate students who majored in marketing, seeking employment or continuing education (out of 901 total graduates). The career outcomes data presented are based on a knowledge rate of 99 percent for students who graduated between August 2018 and May 2019. "Knowledge rate" includes survey responses and information from other legitimate sources, such as faculty and LinkedIn, offering a more comprehensive view and considered a best practice of the National Association of Colleges & Employers.

Successful Placement

88%

secured employment or continued education within six months of earning degree
80% accepted employment.
8% committed to further education.

\$46,743

average full-time starting salary
based on 79 reported salaries
This does not include those employed in post-graduate internships or fellowships.

\$4,083

average signing bonus
based on six reported signing bonuses

Top Employers



GALLUP®



Spreetail.com



Top Graduate Schools

University of Nebraska College of Law
Cornell University
Creighton University
DePaul University
Georgia Southern University
Iowa State University

Northern Illinois University
College of Law
Rockhurst University
University of Sydney
(Australia)

Top Locations

71%

remained in Nebraska,
building the state's workforce

Top Internship Employers

Sandhills Global
Nelnet
Hudl
Northwestern Mutual
NRC Health
Nebraska Department of Athletics
Lincoln Stars
West Gate Bank
Ameritas
Spreetail
Clifton Strengths Institute