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
- **$4,083** average signing bonus based on six reported signing bonuses

**Top Employers**

- hudl
- GALLUP
- Sandhills Global
- SOJERN
- builderetrend
- Spreetail.com
- NRC Health

**Top Locations**

- 71% remained in Nebraska, building the state’s workforce

**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 Internship Employers**

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

business.unl.edu/careers

UNIVERSITY of NEBRASKA–LINCOLN
The University of Nebraska does not discriminate based on any protected status. Please see go.unl.edu/nondiscrimination.