College of Business
UNIVERSITY OF NEBRASKA-LINCOLN
2016-2017 Marketing Career Outcomes

Post-Graduation Outcomes

Of marketing bachelor’s degree graduates seeking post-graduation opportunities:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>87%</td>
<td>88%</td>
<td>87%</td>
<td>88%</td>
<td>93%</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>6%</td>
<td>1%</td>
<td>9%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>Serving in the Military</td>
<td>0%</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Volunteering</td>
<td>1%</td>
<td>0%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unemployed, Still Seeking</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Full-Time Compensation

<table>
<thead>
<tr>
<th># of Graduates</th>
<th>Comp. Type</th>
<th># of Salary Respondents</th>
<th>Mean</th>
<th>Median</th>
<th>Minimum</th>
<th>Maximum</th>
<th>National Average*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-2017</td>
<td>Salary</td>
<td>43</td>
<td>$44,258</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$85,000</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>Signing Bonus</td>
<td>12</td>
<td>$3,333</td>
<td>$2,000</td>
<td>$500</td>
<td>$10,000</td>
<td>-</td>
</tr>
<tr>
<td>2015-2016</td>
<td>Salary</td>
<td>47</td>
<td>$39,898</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$65,000</td>
<td>$44,858</td>
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<tr>
<td></td>
<td>Signing Bonus</td>
<td>12</td>
<td>$7,050</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$15,000</td>
<td>-</td>
</tr>
<tr>
<td>2014-2015</td>
<td>Salary</td>
<td>53</td>
<td>$42,019</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$90,000</td>
<td>$43,123</td>
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<tr>
<td></td>
<td>Signing Bonus</td>
<td>3</td>
<td>$4,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$6,000</td>
<td>-</td>
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<tr>
<td>2013-2014</td>
<td>Salary</td>
<td>50</td>
<td>$42,670</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$140,000</td>
<td>$43,123</td>
</tr>
<tr>
<td></td>
<td>Signing Bonus</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>2012-2013</td>
<td>Salary</td>
<td>54</td>
<td>$37,491</td>
<td>$35,000</td>
<td>$20,000</td>
<td>$78,000</td>
<td>$52,200</td>
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<tr>
<td></td>
<td>Signing Bonus</td>
<td>4</td>
<td>$7,250</td>
<td>$8,000</td>
<td>$1,000</td>
<td>$12,000</td>
<td>-</td>
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</table>

*National average data from the National Association of Colleges & Employers.

Top Employers

<table>
<thead>
<tr>
<th>Full-Time</th>
<th>Graduate Schools</th>
<th>Internships**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandhills Publishing (5)</td>
<td>University of Nebraska-Lincoln (3)</td>
<td>University of Nebraska-Lincoln (6)</td>
</tr>
<tr>
<td>Hudl (4)</td>
<td>Michigan State University</td>
<td>NRC Health (4)</td>
</tr>
<tr>
<td>C&amp;A Industries (2)</td>
<td>Drexel University (PA)</td>
<td>Sandhills Publishing (4)</td>
</tr>
<tr>
<td>Cerner Corporation (MO) (2)</td>
<td>Assurant (2)</td>
<td></td>
</tr>
<tr>
<td>Enterprise Rent-A-Car (2)</td>
<td>B&amp;R Stores (2)</td>
<td></td>
</tr>
<tr>
<td>NRC Health (2)</td>
<td>Firespring (2)</td>
<td></td>
</tr>
<tr>
<td>Sproutel (2)</td>
<td>Hudl (2)</td>
<td></td>
</tr>
<tr>
<td>Union Pacific Railroad (NE/TX) (2)</td>
<td>State Farm (2)</td>
<td></td>
</tr>
<tr>
<td>Walmart eCommerce (2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Students are not required to report internships.
Full-Time Job Hiring Employers

Active Family Chiropractic
ADP
ALDI USA
Ameritas
Arthur J. Gallagher & Co.
Baxter Chrysler Dodge Jeep
Ram Lincoln
Berkshire Hathaway
Homestate Companies
Bosselman Enterprises
Bowen Sports
Buffalo Bills
Buildertrend
C&A Industries
Caerus Oil & Gas LLC
Caesars Entertainment Corporation
Cerner Corporation
CID Entertainment
Cintas Corporation
Concise Research Group
Cornerstone Bank
Cox Automotive Inc.
CQuence Health Group
Denver Mattress Company
Destinations Coffee
Encartele
Enterprise Rent-A-Car
Epic
Fellowship of Catholic University Students (FOCUS)
Film Sense
First Western Trust
Frontier Harley-Davidson
GroupM
Haberfeld Associates
Hayneedle
Holmes Murphy
Hudl
Ideal Images
Inside Response
Integrated Healthcare Strategies
ISoft Data Systems
J. Brasch Group
Jacht Agency
Kansas City Chiefs
Kforce Inc
Lied Center for Performing Arts
Lincoln Journal Star
Lululemon
Marco Technologies
Marriott International
Mercer
Modis
Moroch
Nebraska Crossing Outlets
Nelnet
Nexus Mediaworks
Northwestern Mutual
NRC Health
Opacity
Opendorse
Peneske Truck Leasing
Perficient, Inc.
Pinnacle Bank
planitomaha
Pritchard and Abbott
Pro Puller Tires LLC
Realty Works
Sandhills Publishing
Spreetail
SPS Commerce
Svedala Volleyball Club
Talent Plus
Teledyne Isco
Textron Aviation
The 50/50 Student Living
TPC Scottsdale
Treasure Island Resort & Casino
UEMS Solutions SDN BHD
Underground Printing
Union Bank & Trust
Union Pacific Railroad
United Country First State Realty
United Rentals
University of Nebraska-Lincoln College of Business
Vail Resorts
Walgreens
Walmart eCommerce
Walsers Automotive Group
Werner Enterprises
Williams Cleaners
Wordbank Denver