



COLLEGE OF BUSINESS

Business Career Center

POST-GRADUATION CAREER OUTCOMES

FOR UNDERGRADUATES 2017-18

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 859 total graduates). The career outcomes data presented are based on a knowledge rate of 99 percent for students who graduated between August 2017 and May 2018. "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

84%

secured employment or continued education within six months of earning degree

- 81% accepted employment.
- 3% committed to further education.
- <1% committed to volunteer service.

\$44,343

average full-time starting salary

based on 81 reported salaries and a 62% salary disclosure rate
This does not include those employed in post-graduate internships or fellowships.

\$7,455

average signing bonus
based on 19 reported signing bonuses

Top Employers



Top Locations

62%

remained in Nebraska, building the state's workforce

Top Internship Employers

- Hudl
- University of Nebraska-Lincoln
- Sandhills Global
- Nelnet
- Lincoln Stars
- NRC Health
- LocalAnyDay
- Ameritas
- C&A Industries
- Gallup
- Nonprofit Hub

Top Graduate Schools

- University of Nebraska-Lincoln
- Texas Christian University
- University of Manchester (UK)

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