

MARKETING

Post-Graduation Activity 2015–16

96% of degree recipients were actively engaged.

	count	percent
Actively Engaged	87	96%
Employed full time	75	82%
Employed part time	2	2%
Continuing education	8	9%
Volunteering full time	2	2%
Not Actively Engaged	4	4%
Unemployed and seeking employment	4	4%

Full-time Employment

- Median salary was \$35,000 to \$40,000 (based on 41 responses).
- 83% were located in Michigan.
- 76% indicated their job was related to their degree.
- 86% were satisfied with their job.

About the Data

Graduating students were asked to provide their information through the WMU Post-Graduation Activity Survey within three months of their date of graduation. Some additional data was obtained from students' public professional profiles.

Bachelor's degree recipients

116

Post-graduation data was obtained for

91 (78%)

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Sample Job Titles and Employers

Account Executive at Advanced Branding Concepts
Account Executive at Total Quality Logistics
Account Manager at C.H. Robinson
Account Manager at Command Transportation
Account Manager at Nolan Transportation
Associate Director at Southwest Michigan First
Associate Project Manager at Media Assembly
Branch Manager at Endries International
Business Development Coordinator at StructureTec
Business Development Representative at Groupon
Corps Member at AmeriCorps
Digital Strategist at Team Detroit
Digital Trafficking Coordinator at MediaOcean
Emergency Preparedness Coordinator at Barry-Eaton District Health Department
Field Researcher at Ducker Worldwide
Inside Sales Representative at AJM Packaging
Integrated Investment Associate at Universal McCann
Internet Content Manager at What's Happening Publications
Inventory Control Analyst at Meijer
Item Data Specialist at Target
Labor Coordinator at Hearthside Food Solutions
Learning Coordinator at McGladrey
Logistics Account Executive at Total Quality Logistics
Market Planning Analyst at Magna Exteriors and Interiors
Market Research Specialist at Duncan Aviation
Marketing Coordinator at NSF International
Marketing Manager at D&R Sports Center
Marketing Manager at SIR Home Improvements
Marketing Representative at T.G.I. Friday's
Marketing Specialist at Aqaba Technologies
Marketing Specialist at Summit Fashions
Marketing Strategist at yo2mo Marketing Agency
National Account Manager at Nolan Transportation
Office Manager at Maumee Valley Historical Society
Payroll Coordinator at WSI—Workforce Strategies
Product Development Coordinator at 1-800 Flowers
Product Manager at Applied Technology Group
Recruiter at American Travelers Staffing Professionals
Regional Store Marketing Coordinator at Granite City Food & Brewery
Regulation Officer E9 at State of Michigan
Rental Consultant—Inside Sales at CORT
Retail Sales Representative at Hershey
Sales and Marketing Assistant at Wright Coating Technologies
Sales Service Representative at Mondelez International
Salesperson at TJX
SEM Analyst at UM Worldwide
Strategic Delivery Recruiter at Aerotek
Technical Recruiter at Jobspring Partners
Zone Manager at Ford Motor Company

Sample Continuing Education Choices

Doctorate in Computer Science at WMU
Masters in Digital Marketing and Advertising at Liberty University
Masters in Sports Law at Arizona State University
Masters in Sports Management at University of Michigan
Masters in Sports Management at University of Southern Mississippi
Masters in Sports Management at WMU
MBA at Singapore Management University