

# E-BUSINESS MARKETING

## Post-Graduation Activity 2015–16

88% of degree recipients were actively engaged.

	count	percent		count	percent
Actively Engaged	7	88%	Not Actively Engaged	1	12%
Employed full time	6	75%	Not immediately	1	12%
Employed part time	1	13%	seeking employment		

## Sample Job Titles and Employers

Assistant Manager at Culver's  
Associate Application Development Analyst at Spectrum Health  
Customer Marketing at Kellogg  
Email Marketing Coordinator at Notions Marketing  
Graphic Design Intern at Kalamazoo Public Library  
Intern CORE Communications at Quicken Loans  
Prepress Specialist at EPI Marketing Services  
Sales Engineer at Smart Homes and Smart Services  
Self-Employed Digital Marketing Consultant

## Sample Continuing Education Choices

Masters in Library and Information Science at Wayne State University

## 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

10

Post-graduation data was obtained for

8 (80%)