

MARKETING STATISTICS

Highlights from the Business Career Services 2022-23 Annual Report

95%

undergraduates engaged within six months of graduation

(employed professionally, graduate school, add'l education, and temporary employment/seeking permanent employment)

JOB TITLES OF RECENT MARKETING GRADUATES

Account Executive / Manager	Marketing Analyst / Assistant / Associate / Coordinator / Specialist
Business Development Representative	Media Development Executive
Client Success Associate / Coordinator	Merchandise Analyst / Specialist
Content Writer	Outside Sales Representative
Creative Lead	Product Manager
Designer	Sales Associate / Consultant / Coordinator / Representative
Digital Marketing Analyst	Sales Management Associate
Email Strategist	Sales Support Specialist
Event Marketer	Social Media and Marketing Specialist
Inside Sales Representative	
Internal Success Coordinator	

293

total # of grads

325

total internships reported

SALARY AND WAGE DATA

	# Reported	Low	Average	Median	High	% Change Prior Year
Salaries for Bachelor Level Graduates (yearly)	64	\$30,000	\$56,232	\$55,000	\$100,000	+15.1%
Wages for Student Internships/Co-ops (hourly)	77	\$8.50	\$15.91	\$16.00	\$26.00	-1.6%

IDEAS TO ENHANCE A MARKETING MAJOR

- Pair Marketing with a second business major and/or minor
- Pursue the Professional Sales Certificate
- Join a student organization such as Marketing Club or Sales Club
- Engage with employers through events such as Marketing Industry Link & Learn
- Develop skills through Gerdin Leadership Academy

2022-2023 MARKETING GRADUATE OUTCOMES

	# of Grads	%
Employed Professionally	226	86%
Seeking Employment	13	5%
Temporarily Employed, Seeking	12	5%
Graduate School	11	4%
Additional Undergraduate Education	1	<1%

MARKETING CAREER COORDINATOR



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Top hiring organizations for internships and post-graduation jobs are included as well as statistics for all Ivy majors. Scan to view.