



MICHIGAN STATE UNIVERSITY

Business

Dept = Department of Marketing

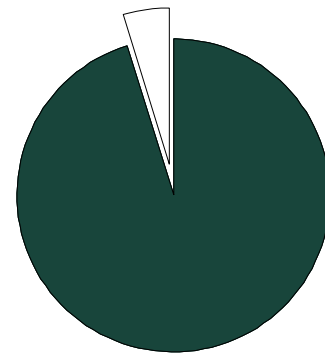
Knowledge Rate: 92%

As of January 2019, data from 147 of 160 graduating students receiving a bachelor's degree had been collected, via the survey or other means, resulting in a knowledge rate of 92%.

Department of Marketing - Table 1		
Report Outcomes of 2018 Graduates		
Outcome	#	%
Employed - Full-time	120	82%
Employed - Part-time	1	1%
Continuing Education	14	10%
Starting a Business	5	3%
Pursuing Other Commitments	0	0%
Unplaced	7	5%
Total	147	100%

See the Destination Survey introduction for additional information on each outcome category.

Figure 1
Unplaced 5%



Career Outcomes Rate - 95%

Of the 38 students who identified the type of employment chosen, 38 (100%) indicated their position was either a) career-related (38 = 100%), b) a stepping stone toward their ultimate career goal (0 = 0%), or c) work that allows them to explore career options (0 = 0%). A list of organizations that hired graduates in 2018 can be found in the appendix.

Salary Information

Fifty-five (55) of the graduates that indicated full-time employment also reported salary information. Of these, twenty-one (21) graduates reported receiving a signing bonus.

Department of Marketing - Table 2						
Report Salary Data for 2018 Graduates						
Reported Salaries	Average	Low	25th Percentile	50th Percentile	75th Percentile	High
55	\$56,915	\$20,000	\$52,000	\$59,700	\$63,000	\$93,000



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Employment Search Resources

Department of Marketing - Table 3		
Resources Used to Find Employment		
Resource	#	%
Previous Internship/Co-op/Work	16	32%
MSU Career Management System*	14	28%
Other Job Posting Source	1	2%
On-Campus Interview	11	22%
Career Fair	27	54%
MSU Academic Program	0	0%
MSU Faculty or Staff	8	16%
Personal Network/Family Friend	15	30%
Social Networking	9	18%
Another Resource	3	6%

Table 3 - Highlights the method that graduates identified as the way they found current job. Graduates could select more than one option and not all graduates responded. 50 responded to this question. *MSU software environment used by students to connect with employers.

Geographic Distribution

A total of 109 graduates reported their employment location. Of those, 61% (67) were employed in Michigan and 81% (88) reported employment in the Midwest. In addition, of the one hundred one (101) students originally from Michigan that reported their employment location, 62% (63) were employed in Michigan and 81% (82) reported employment in the Midwest.

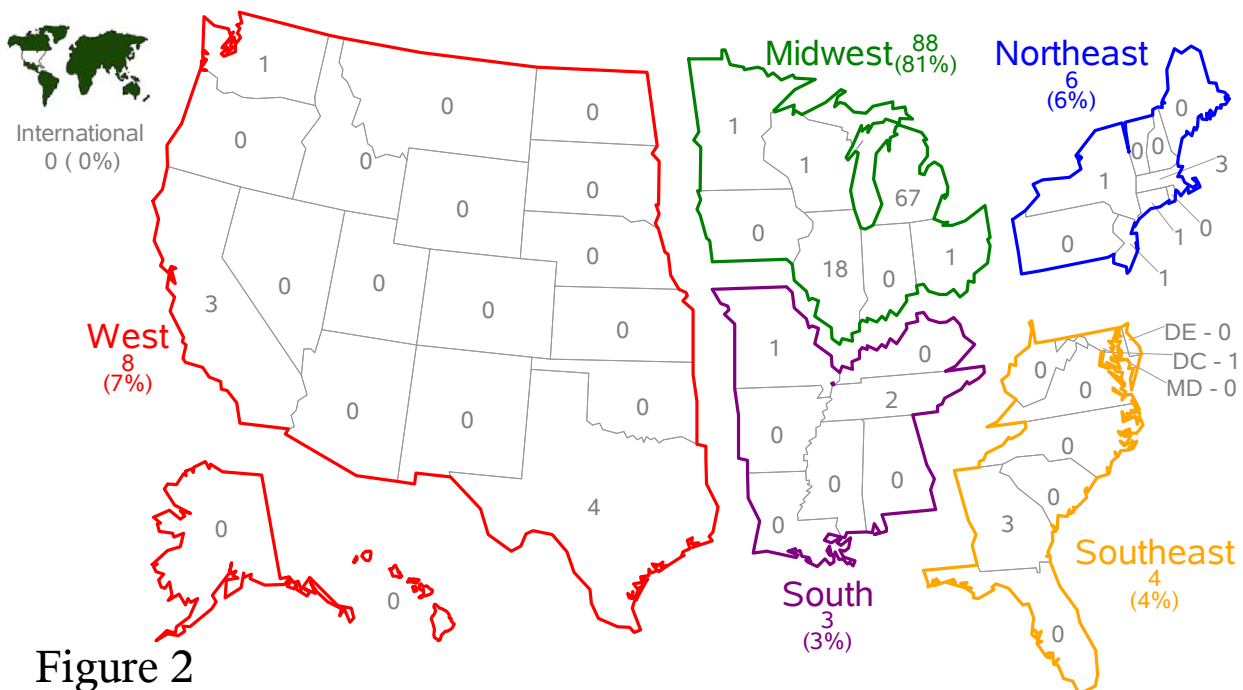


Figure 2



Continuing Education

Of the fourteen (14) students that reported continuing their education as their main pursuit immediately after graduation, fourteen (14) reported the specific degree pursued. Graduates who indicated employment as well as continuing education were excluded from this table. This information is self-reported and may lead to slight inaccuracies when it comes to certification. *See appendix for a listing of universities attended for continuing education.*

Department of Marketing - Table 4		
Continuing Education Degrees Pursued by 2018 Graduates		
Degree Pursued	#	%
Second Bachelor's	1	7%
Health Professional (MD, DVM, PA, etc.)	1	7%
Law (JD)	1	7%
Master's	11	79%
MBA	0	0%
PhD	0	0%
Teacher Certification	0	0%
Certification Program: Other	0	0%
Other	0	0%
Total	14	100%

For simplicity, percentages have been rounded to the nearest point. Cumulative percentage totals were calculated with floating point decimal places in the addends.



Co-Curricular Activities

The survey also includes questions about co-curricular activities in which students may have participated during their college career. All students were asked to indicate their involvement in a list of career related activities while at MSU (or a previous institution in the case of transfer students) regardless of their destination outcome.

Sixty-eight (68) students responded to this section. Table 5 shows the percentage of students that indicated each activity.

Table 6 aggregates the types of experiences from Table 5 into five categories of activities. Superscript letters indicate the activities in Table 5 that are incorporated into each category. Students are only counted once for each category even if they participated in more than one indicated activity.

Department of Marketing - Table 5		
Co-Curricular Activity Participation by 2018 Graduates		
Activity	#	%
Co-op/Intern - for credit ^{a,b}	20	30%
Co-op/intern - non-credit ^{a,b}	45	68%
Research - PA/Project/Summer - MSU ^{a,b}	5	10%
Research - PA/Project/Summer - non-MSU ^{a,b}	1	2%
Service Learning/Volunteer Project - MSU ^{a,f}	14	26%
Service Learning/Volunteer Project - non-MSU ^{a,f}	10	19%
Study Abroad - MSU program ^{a,d}	27	48%
Study Abroad - non-MSU program ^{a,d}	0	0%

Department of Marketing - Table 6		
Supplemental Experiences		
Experience	#	%
Out of Classroom Experience ^a	65	96%
Career Based ^b	61	92%
Study Abroad ^d	27	48%
Research ^e	6	13%
Volunteer ^f	23	43%

Table 6 - Superscript letters link supplemental experience programs to co-curricular activities in Table 5 and graduates can select more than one type of experience. For instance, a student that did both an MSU and a non-MSU study abroad program (indicated with ^d) in Table 5 would only be counted once towards study abroad in Table 6.

Superscript letters link co-curricular activities to supplemental experience programs in Table 6. Graduates could select more than one option.