

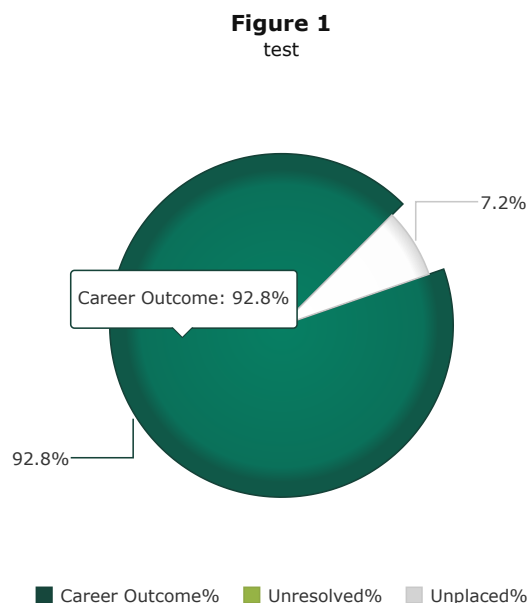
Marketing 2019

Knowledge Rate:90%

As of January 2020, data from 181 of 202 graduating students receiving a bachelor's degree had been collected, via the survey or other means, resulting in a knowledge rate of 90%.

MSU Table 1		
Report Outcomes of 2019 Graduates		
Outcome	#	%
Employed - Full-time	138	76%
Employed - Part-time	6	3%
Continuing Education	23	13%
Starting a business	0	0%
Pursuing Other Commitments	1	1%
Unplaced	13	7%
Unresolved	0	0%
Total	181	100%

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



Of the 49 students who identified the type of employment chosen, 49 (100%) indicated their position was either a) career-related 44 (90%), b) a stepping stone toward their ultimate career goal 0 (0%), or c) work that allows them to explore career options 5 (10%). A list of organizations that hired graduates in 2019 can be found in the appendix.

Salary Information

74 of the graduates that indicated full-time employment also reported salary information. Of these, 14 graduates reported receiving a signing bonus.

MSU Table 2							
Report Salary Data for 2019 Graduates							
	Reported	Average	Low	25th Percentile	50th Percentile	75th Percentile	High
Salaries	74	\$51,192	\$15,000	\$42,000	\$53,000	\$60,000	\$75,000
Bonuses	14	\$5,357	\$5,000	\$5,000	\$5,000	\$5,000	\$8,000

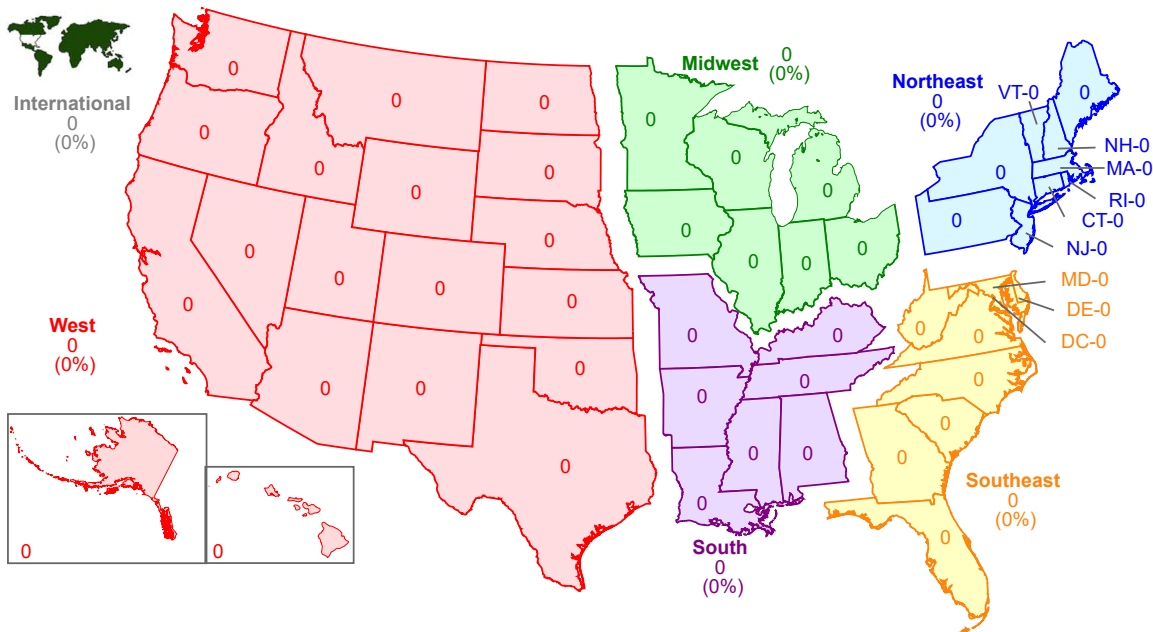
Employment Search Resources

MSU Table 3		
Resources Used to Find Employment		
Resource	#	%
Previous Internship/Co-op/Work	16	28%
MSU Career Management System	11	19%
Other Job Posting Source	8	14%
On-Campus Interview	12	21%
Career Fair	25	44%
MSU Academic Program	0	0%
MSU Faculty or Staff	5	9%
Personal Network/Family Friend	15	26%
Social Networking	12	21%
Another Resource	5	9%

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. 57 responded to this question. *MSU software environment used by students to connect with employers.

Geographic Distribution

A total of 132 graduates reported their employment location. Of those, 49% (65) were employed in Michigan and 69% (91) reported employment in the Midwest. In addition, of the 107 students originally from Michigan that reported their employment location, 55% (59) were employed in Michigan and 72% (77) reported employment in the Midwest.



Continuing Education

Of the 23 students that reported continuing their education as their main pursuit immediately after graduation, 23 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.

MSU Table 4		
Continuing Education Degrees Pursued by 2019 Graduates		
Degree Pursued	#	%
Second Bachelor's	0	0%
Health Professional (MD, DVM, PA, etc.)	0	0%
Law (JD)	0	0%
Master's	22	96%
MBA	1	4%
PhD	0	0%
Teacher Certification	0	0%
Certification Program: Other	0	0%
Other	0	0%
Total	23	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.

77 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.

MSU Table 5			MSU Table 6		
Co-Curricular Activity Participation by 2019 Graduates			Supplemental Experiences		
Activity	#	%	Experience	#	%
Co-op/Intern - for credit ^{a,b}	29	38%	Out of Classroom Experience ^a	74	96%
Co-op/Intern - non-credit ^{a,b}	52	68%	Career Based ^b	72	94%
Off-Campus Work - career related ^{a,b}	0	NaN%	Skill Based ^c	0	NaN%
Off-Campus Work - non-career-related ^{a,c}	0	NaN%	Study Abroad ^d	34	46%
On-Campus Work - career related ^{a,b}	0	NaN%	Research ^e	8	12%
On-Campus Work - non-career-related ^{a,c}	0	NaN%	Volunteer ^f	28	41%
Research - PA/Project/Summer - MSU ^{a,e}	6	9%			
Research - PA/Project/Summer - non-MSU ^{a,e}	2	3%			
Service Learning/Volunteer Project - MSU ^{a,f}	20	29%			
Service Learning/Volunteer Project - non-MSU ^{a,f}	12	17%			
Study Abroad - MSU program ^{a,d}	33	45%			
Study Abroad - non-MSU program ^{a,d}	2	3%			
Work Abroad - career related ^{a,b}	0	NaN%			
Work Abroad - non-career related ^{a,c}	0	NaN%			

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.