Class of 2015 Outcomes Highlights – Food Marketing

- 124 graduates, 99 respondents provided outcomes data (80% response rate)
- Experiential Education:
  - 93% reported having completed at least one internship during college
  - 100% reported having participated in at least one experiential learning opportunity (e.g., internship, co-op, study abroad, service learning, faculty-sponsored research, part-time job resulting in transferable skills)
- Post-Graduate Status:
  - 97% of respondents are either employed and/or continuing their education
    - 94% report full-time employment, 1% report part-time employment, 1% report
    - 5% report continuing education (Florida State University, Rutgers University, Saint Joseph's University)
- Average Total Starting Salary = $56,200 (Average Base Salary = $53,000; Average Bonus = $3,200)
- Industry Overview / Employer Sample (91 respondents provided employer data):

Acosta Sales & Marketing  
Advantage Sales & Marketing  
Albert's Organic  
Aramark  
C&S Wholesale Grocers  
Cintas  
Colgate Palmolive  
E & J Gallo Winery  
Estée Lauder Companies  
Frito-Lay  
Hormel Foods  
Johnson & Johnson  
Kellogg Company  
Mars, Incorporated  
Mondelez International  
Nestlé  
PepsiCo  
Target  
The Hershey Company  
The Kraft Heinz Company  
Vita Coco  
Walgreens  
Whole Foods Market  
Yards Brewing Company