Class of 2015 Outcomes Highlights – Marketing

- 85 graduates, 70 respondents provided outcomes data (82% response rate)
- Experiential Education:
  - 91% 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:
  - 91% of respondents are either employed or continuing their education
    - 90% report employment (83% full-time employment, 3% part-time employment, 3% self-employment, 1% working in a post-graduate internship)
    - 1% report continuing education (Saint Joseph’s University)
- Average Total Starting Salary = $47,700 (Average Base Salary = $43,800; Average Bonus = $3,900)
- Industry Overview / Employer Sample (57 respondents provided employer data):

  - Anthem Events, Inc.
  - Aramark
  - Art Official
  - BNY Mellon
  - Brooks source
  - Brucelli Advertising
  - Campbell Soup Company
  - Community Investment Strategies
  - Conversation
  - Crossmedia
  - E & J Gallo Winery
  - Evolution Medical Communications
  - FreedomPay
  - Hulu
  - Insight Global
  - InStyle
  - iPipeline
  - Johnson & Johnson
  - L’Oreal
  - QVC
  - SAP
  - Target
  - L’Oreal
  - World Prime Communications
  - ZenithOptimedia Group
  - The ROI Agency