Class of 2015 Outcomes Highlights – Sports Marketing

- 34 graduates, 31 respondents provided outcomes data (91% response rate)
- Experiential Education:
  - 98% 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:
  - 100% of respondents are either employed, continuing their education, and/or engaged in full-time service
    - 91% report employment (79% full-time employment, 6% part-time employment, 3% self-employment, 3% working in a post-graduate internship)
    - 3% report continuing education (Saint Joseph's University)
    - 6% report serving in full-time volunteer programs or in the U.S. military
- Average Total Starting Salary = $42,600 (Average Base Salary = $39,300; Average Bonus = $3,300)
- Industry Overview / Employer Sample (24 respondents provided employer data):

Amazon
Aramark
Atlantic 10 Conference
Berkshire Hathaway
Brown and Brown
Comcast Spotlight
Comcast-Spectacor
E & J Gallo Winery

Enterprise
Group M
NBC Universal
New England Revolution
Philadelphia 76ers
Philadelphia Flyers
Philadelphia Union
Rubenstein Communications

Special Olympics Pennsylvania
Spurs Sports & Entertainment
SSCG Media Group
State Representative Warren Kampf
WB Mason