



# DULUTH

## Post-Graduation Survey

2024 - 2025

# Marketing

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2024-25 UMD Post-Graduation Survey

# Marketing

(Bachelor of Business Administration)

Baccalaureate Statistics

| Awarded Majors <sup>1</sup> | Survey Respondents <sup>2</sup> | Continued Education | Employed | Not Seeking | Actively Seeking | No Info | Employed w/State Given | Employed in Minnesota | % Employed in Minnesota | % Employed | % Placed <sup>3</sup> |
|-----------------------------|---------------------------------|---------------------|----------|-------------|------------------|---------|------------------------|-----------------------|-------------------------|------------|-----------------------|
| 95                          | 84                              | 6                   | 77       | 0           | 1                | 11      | 77                     | 62                    | 81%                     | 92%        | 99%                   |

Primary Type of Continuing Education

| Masters | PhD | Professional School | Undergrad/Technical |
|---------|-----|---------------------|---------------------|
| 6       | 0   | 0                   | 0                   |

Primary Type of Employment

| Employed by Organization | Military Service | Volunteer Experience | Internship or Co-op | Own Business | Freelance/Temp/Contract |
|--------------------------|------------------|----------------------|---------------------|--------------|-------------------------|
| 73                       | 0                | 0                    | 1                   | 2            | 1                       |

Reported Annual Salaries<sup>4</sup>

| # Respondents | Low   | High   | Mean  |
|---------------|-------|--------|-------|
| 36            | 36400 | 130000 | 57762 |

Work Modality

| Respondents            | In-person | Hybrid | Remote |
|------------------------|-----------|--------|--------|
| # Respondents          | 61        | 14     | 1      |
| % of Total Respondents | 80%       | 19%    | 1%     |

<sup>1</sup> “Awarded Majors” includes all majors completed by an individual

<sup>2</sup> “Survey Respondents” includes all majors completed by an individual and does not include “No Info”

<sup>3</sup> “% Placed” includes “Survey Respondents” who are “Employed,” “Continuing Ed” and “Not Seeking”

<sup>4</sup> Salary data is available when 3 or more full-time employed respondents provided salary information and includes all majors completed by an individual

Job Relevance to Career Goals

| Respondents            | Directly Related | Step Towards Goal | Doesn't Relate | Not Sure |
|------------------------|------------------|-------------------|----------------|----------|
| Respondents            | 21               | 21                | 1              | 2        |
| % of Total Respondents | 47%              | 47%               | 2%             | 4%       |

Internships<sup>5</sup>

| Internship Participation                  | # Responses | # Yes | % Yes |
|-------------------------------------------|-------------|-------|-------|
| Completed an internship                   | 75          | 59    | 79%   |
| Received academic credit                  | 75          | 35    | 47%   |
| Received an offer of full-time employment | 60          | 24    | 40%   |
| Accepted the offer                        | 24          | 17    | 71%   |

Number of Internships Completed

| # Respondents | 1  | 2  | 3 | 4+ |
|---------------|----|----|---|----|
| 59            | 41 | 13 | 4 | 1  |

Internship Pay

| # Responses | #Yes | % Yes | Hourly | Stipend |
|-------------|------|-------|--------|---------|
| 54          | 52   | 96%   | 49     | 3       |

Activities Completed as an Undergrad<sup>6</sup>

| Activity                 | Yes | Activity             | Yes | Activity               | Yes |
|--------------------------|-----|----------------------|-----|------------------------|-----|
| Co-op                    | 0   | Student Organization | 34  | Undergraduate Research | 2   |
| Relevant Work Experience | 21  | Study Abroad         | 8   | None                   | 0   |
| Service Learning         | 3   | Student Teaching     | 0   | No Answer              | 9   |
| Student Employment       | 25  |                      |     |                        |     |

<sup>5</sup> Internship data includes all internships completed by an individual  
<sup>6</sup> Respondents could choose all answers that applied to them, numbers do not equal the number of respondents

Annual Comparison

| Marketing Annual Comparison            | 2020-21   | 2021-22    | 2022-23   | 2023-24    | 2024-25   |
|----------------------------------------|-----------|------------|-----------|------------|-----------|
| Students Granted Baccalaureate Degrees | 118       | 119        | 104       | 119        | 95        |
| Baccalaureate Degree Respondents       | 96<br>81% | 107<br>90% | 97<br>93% | 106<br>89% | 84<br>88% |

Where Students Interned Prior to Graduation

|                              |                            |                                    |
|------------------------------|----------------------------|------------------------------------|
| 6 Advertising Agency         | Grandma's Marathon (2)     | Pivot Freight Partners             |
| ALLETE                       | Grant Thornton LLP         | Play It Again Sports               |
| Allianz Life                 | Hailey Sault               | River Valley Power & Sport         |
| AMSOIL (2)                   | HealthPartners             | Rouse Productions                  |
| Archcraft Exteriors          | Hearth & Home Technologies | Sherwin-Williams (4)               |
| Beacon Roofing Supply        | Helping Paws               | SPS Commerce                       |
| Chilly Billy's Frozen Yogurt | Hilti                      | St. Cloud Rox Baseball Club        |
| ChiroWay                     | Jonny Pops                 | St. Paul Saints Baseball Team      |
| City of Duluth (2)           | Kay Jewelers               | State Farm                         |
| Duluth Pack                  | Labor Driven               | Stratasys                          |
| Element Electronics (2)      | Lake Superior YMCA         | Summit Management                  |
| Enterprise Holdings          | Loffler Companies          | Taylor Corporation                 |
| Essentia Health              | Medica Health Plans        | The Cultural North                 |
| Family Pathways              | Minneapolis City SC        | The Lacek Group                    |
| Fitgers Duluth Kitchen Store | Minnesota Air              | University of Minnesota Duluth (2) |
| Gallagher Bassett Services   | Moving Tree Media          | UMD, Glensheen Mansion             |
| Gartner (3)                  | Nonin Medical              | Volkart May & Associates           |
| Genesis Power Solutions      | Northwestern Mutual (4)    | Waterfront Restoration             |
| Gertens                      | Offering Tree SBC          | Wildstate Cider                    |
| Giant                        | P&R Properties             | Würth Industry                     |
| Glencoe Regional Health      | Park State Bank            |                                    |

Internship Function Area

|                          |                        |              |
|--------------------------|------------------------|--------------|
| Advertising/Media (2)    | General Management (2) | Sales (25)   |
| Business Development (2) | Marketing (32)         | Social Media |
| Data & Analytics (5)     | Operations             |              |
| Finance (2)              | Project Management     |              |

## Employment After Graduation

Alarm.com, Bloomington, MN - Support Operations Associate  
Allianz Life, Golden Valley, MN - Relationship Specialist  
Alpha, Eden Prairie, MN - Sales Support Specialist  
Anderson Trucking Service, St. Cloud, MN - National Sales Representative  
Aqua Pro Sprinklers, Waconia, MN - Sales Coordinator & Operations Assistant  
Ascentek, Golden Valley, MN - Regional Sales Coordinator  
BankCherokee, St. Paul, MN - Community Banking Teller  
Bath & Body Works, Remote - Human Resources Service Representative  
Blakeway Worldwide Panoramas, Minneapolis, MN - Sales Project Manager  
Boston Fleet, Boston, MA - Professional Athlete  
Chicago, IL - Sales & Brand Growth Coordinator  
ChiroWay, Woodbury, MN - Entrepreneurship Coordinator  
Cintas, Duluth, MN - Sales Consultant  
Club Pilates, Lakeville, MN - Assistant Manager  
Delkor Systems, Arden Hills, MN - Marketing & Administrative Assistant  
Duluth Pack, Duluth, MN - Marketing Coordinator  
Ecreativeworks, St. Louis Park, MN - Digital Marketing Support Specialist  
Ecreativeworks, Rogers, MN - Digital Marketing Support  
Element Electronics, Edina, MN - Sales Administrator  
Engwall Flowers, Duluth, MN - Marketing Manager  
Enterprise Holdings, Duluth, MN - Management Trainee  
Franchise Times, St. Anthony, MN - Digital Marketing Coordinator  
FreezPak Logistics, St. Paul, MN - Sales Representative (2)  
Gartner, Fort Myers, FL - Account Manager (2)  
Gino Ward Agency, South St. Paul, MN - Protégé Agency Producer  
Grant Thornton LLP, Minneapolis, MN - Risk Advisory Analyst  
Graybar, Minneapolis, MN - Inside Sales Support  
Hilti, Milwaukee, WI - Hilti Manager  
Infinity Scaffold, St. Paul, MN - Marketing Coordinator

Insight Global, Tampa, FL - Account Manager  
Johnson Brothers Liquor Company, St. Paul, MN - Sales Consultant & Training  
Jonny Pops, Elk River, MN - Marketing Events Coordinator  
Kay Jewelers, Duluth, MN - Assistant Manager  
Keyence, Minnetonka, MN - Sales Engineer  
Keyence, Salt Lake City, UT - Sales Engineer  
Loffler Companies, Duluth, MN - Accounts Executive  
Love Creamery, Duluth, MN - Assistant Store Manager  
Maurices, Duluth, MN - Distributor  
Mayo Clinic, Rochester, MN  
Medline Industries, Chicago, IL - Associate Product Manager  
Miami Dolphins & Hard Rock Stadium, Miami Gardens, FL - Events Activation Member & Brand Ambassador  
Midwest Fastener Supply, Burnsville, MN - Marketing & E-Commerce Assistant  
Minnesota Air, Bloomington, MN - Inside Sales & Marketing  
Mohawk Industries, Wichita, KS - Sales Representative  
NetSPI, Minneapolis, MN - Commercial Account Executive  
NorthStar Ford, Duluth, MN - Sales Manager  
Northwestern Mutual, Lake Elmo, MN - Financial Representative  
Park State Bank, Duluth, MN - Marketing Manager  
Power Home Remodeling, Detroit, MI - Customer Development Sales  
Procare HR, Minneapolis, MN - Training Specialist  
Punch Pizza, Minneapolis, MN - Assistant Manager  
Red Wing Main Street, Red Wing, MN - Social Media Manager  
Self-employed, Duluth, MN  
Self-employed, Princeton, MN - Content Creator  
SPS Commerce, Minneapolis, MN - Associate Account Executive  
SRS Distribution, McKinney, TX - Territory Manager  
Starkey, Eden Prairie, MN - Business Development Representative  
Stillwater Area Public Schools, Woodbury, MN - Administrative Assistant  
Stryker, Minneapolis, MN - Associate Sales Representative

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Studio Pilates, Woodbury, MN - Sales & Marketing Consultant  
Summit Management, Duluth, MN - Assistant Property Manager  
Summit Management, Forest Lake, MN - Assistant Manager  
Tareen Dermatology, Roseville, MN - Marketing Specialist  
Target, Osseo, MN - Senior Specialist in Financial Payment  
Operations  
Taylor Corporation, Eden Prairie, MN - Business Development  
Associate  
The Lacek Group, Minneapolis, MN - Data Intern  
The Social Development, Minneapolis, MN - Social Media Manager  
& Content Creator

Title Wave Sports, Dallas, TX - Director of Marketing  
Toronto Sceptres, Toronto, Ontario, Canada - Professional Athlete  
U.S. Bank, St. Paul, MN - Custody Operations Analyst  
United Piping, Duluth, MN - Business Development & Marketing  
Van Meter, Cottage Grove, MN - Parts Counter Sales  
Representative & Sales Coordinator  
Viking Coca-Cola Bottling Company, Duluth, MN - Merchandiser  
Viking Electric Supply, Rochester, MN - STEP Associate (Sonepar  
Training for Emerging Professionals)  
Würth Industry, Brooklyn Park, MN - Business Development  
Specialist

## Continuing Education After Graduation

Masters, Business Administration, University of Minnesota Duluth, Duluth, MN (6)