

# Results from May 2009 Survey of Graduating Seniors (Department of Marketing)

The following reflect the responses given by graduating marketing seniors during the fall final examination period at the end of the May 2009 semester. (n=144)

## Key Results:

- 36.1% of students had received job offers
- 26.4% of students had accepted job offers
- \$39,689 was the average salary

## Detailed Results

### With how many companies have you had a formal interview for a permanent job after graduation?

Average: 3.35

Range: 0-20

21.5% of the respondents had formal interviews through the career center

### Have you received a formal offer for permanent employment after graduation?

36.1% of the students surveyed had received a formal job offer.

### Have you accepted a job offer yet?

26.4% of the students surveyed had accepted job offers

### With what company have you accepted a job offer?

Insight Global (4)

Dell (2)

JC Penney (2)

Macy's (2)

Sears Holding Corp (2)

Stage Stores, Inc. (2)

AECOM

Anadarko

Petroleum

Asset Campus Housing

AXA Financial

ConocoPhillips, US Marketing

Dallas Stars

Deloitte Consulting

Evantage

Galleria Marketing

General Mills Inc.

Johnson Reynolds and Associates

Law Office of Steven E. Thompson

Love Advertising

Memphis Electronic

PepsiCo

Prep North Central Charter Schools

Sea World San Antonio

Sherwin Alumina

TEKL

Texas Engineering Extension Service

Tim Kenney Marketing

Traveler's Insurance

TWG Insurance

Victoria Publishing Company Victoria Advocate

Wisembaker Builder Services

**In what city will you be living?**

Houston (20)  
Dallas (5)  
Austin (2)  
College Station (2)  
Plano (2)  
Round Rock (2)  
San Antonio (1)  
Bentonville

Burbank  
Corpus Christi  
Colleyville  
Florence  
Richmond  
Victoria  
Washington

**What will your salary be? If you received a signing bonus, what was the amount?**

Average: \$39,689  
Lowest: \$25,000  
Highest: \$65,000

Average: \$2,791  
Lowest: \$500  
Highest: \$10,000

**Please check the category that best describes what your job will involve:**

Sales (13)  
Retailing (8)  
Advertising/Promotion (6)  
Product/brand management (4)  
Corporate Marketing (3)  
Public relations (3)  
Teaching (3)  
Consulting (2)

Customer Service (2)  
Animal Education  
Human Resources  
Law  
Marketing analysis/research  
Purchasing/buying (2)  
Recruiting and Staffing

**Did you previously work as an intern or co-op with that company?**

15.79% of those students who had accepted job offers had worked as an intern or co-op with that company.

**What was your original source of contact with that company?**

Career Placement Center (9)  
Career Fair (7)  
CRS (5)  
Friends (3)  
Recruiter (3)  
Family (2)

Personal Contact (2)  
Online  
Newspaper Ad  
Referral  
SRA email

**Are you expected to receive a job offer any day from a company with which you recently interviewed?**

16% of those students who had not yet accepted a job were expecting a job offer any day.

**If you have not accepted a job offer, what are your plans after graduation?**

Continue Looking (65)

Graduate/professional school (35)

Marriage (7)

Start own business (2)

Travel (19)

Teaching Certificate

Pursue Non-Profit work

Disciple Program at T bar M Camp