

2018

2017

2016

2015

2014

MBA Graduates Compensation by Functions: Marketing

	Number Accepted	Percent Accepted	Mean	Median	LOW	High
MARKETING/SALES:						
Brand (B2C)	7	4.12%	\$99,214	\$100,000	\$94,000	\$102,000
Product/Industrial (B2B)	15	8.82%	\$119,267	\$125,000	\$80,000	\$140,000
Research/Analytics	5	2.94%	\$112,800	\$115,000	\$97,000	\$127,000
Sales	1	0.59%				
Marketing/Sales Total	28	16.47%	\$112,589	\$110,000	\$80,000	\$140,000

This report conforms to the MBA Career Services and Employer Alliance Standards for Reporting MBA Employment Statistics. All copies dated before September 30th are interim reports. This page shows statistics for the number accepting employment by three months after graduation.

Report Date: 9/30/2015

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MBA Graduates Compensation by Functions: Marketing

	Number Accepted	Percent Accepted	Mean	Median	LOW	High
MARKETING/SALES:						
Brand (B2C)	11	6.63%	\$98,275	\$102,000	\$65,000	\$110,000
Product/Industrial (B2B)	11	6.63%	\$123,000	\$122,500	\$95,000	\$138,000
Research/Analytics	1	0.60%				
Sales	5	3.01%	\$103,300	\$109,000	\$71,500	\$121,000
Marketing/Sales Total	28	16.80%	\$109,554	\$109,500	\$65,000	\$138,000

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	Number Accepted	Percent Accepted	Mean	Median	LOW	High
MARKETING/SALES:						
Brand (B2C)	8	5.16%	\$110,938	\$106,250	\$95,000	\$138,000
Product/Industrial (B2B)	17	10.97%	\$123,676	\$124,950	\$100,000	\$141,000
Research/Analytics	3	1.94%				
Sales	11	7.10%	\$103,300	\$109,000	\$71,500	\$121,000
Marketing/Sales Total	39	25.20%	\$114,036	\$115,000	\$50,000	\$141,000

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MBA Graduates Compensation by Functions: Marketing

	Number Accepted	Percent Accepted	Mean	Median	LOW	High
MARKETING/SALES:						
Brand (B2C)	8	4.62%	\$117,538	\$119,000	\$106,000	\$130,000
Product/Industrial (B2B)	16	9.25%	\$112,679	\$117,500	\$80,000	\$142,000
Research/Analytics	4	2.31%	\$101,000	\$92,000	\$86,000	\$125,000
Sales	3	1.73%				
Marketing/Sales Total	31	17.90%	\$111,810	\$115,000	\$70,000	\$142,000

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