GRADUATE
FOLLOW-UP REPORT
2015-2016

GRAPHIC DESIGN & MARKETING

University of Minnesota Duluth

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2015-16 UMD Graduate Follow-up Report

Graphic Design and Marketing

(Bachelor of Fine Arts)

Annual Comparison

July 1 to June 30	2011-12	2012-13	2013-14	2014-15	2015-16
Students Granted Baccalaureate Degrees	0	0	0	4	5
Baccalaureate Degree Respondents				4 100%	4 80%
Respondents Employed				4 100%	4 100%
Respondents Continuing Education				0 0%	0 0%
Internship Participation Respondents				4 100%	4 80%
Respondents completing an internship or co-op experience (not student teaching)				4 100%	2 50%
Respondents receiving academic credit for their internship or co-op experience				3/4 75%	1/2 50%
Respondents receiving an offer of employment from the internship or co-op site				1/4 25%	0/2 0%
Respondents accepting the employment offer				1/1 100%	0/0 na
Study Abroad Participation Respondents				4 100%	4 100%
Respondents participating in a study abroad program				2 50%	2 50%

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Baccalaureate Statistics

Awarded Majors[1]	Survey Respondents[2]	Employed	Cont Ed Undergrad	Cont Ed Grad/Prof	Not Seeking	Actively Seeking	No Info	Employed w/State Given	Employed in Minnesota	% Employed in Minnesota	% Employed	% Placed[3]
5	4	4	0	0	0	0	1	4	2	50%	100%	100%

Reported Annual Salaries[4]

# Respondents	Low	High	Mean	Median
3	29120	45000	36666	35880

Job Relevance to Major

	Related	Somewhat Related	Not Related	No Response
Respondents	3	1	0	0
% of Total Respondents	75%	25%	0%	

Internships

Completed an internship[5]			Received academic credit for it			Was paid			Received an offer of employment			Accepted the offer		
Respondents[6]	Yes	% Yes	Respondents	Yes	% Yes	Respondents	Yes	% Yes	Respondents	Yes	% Yes	Respondents	Yes	% Yes
4	2	50%	2	1	50%	2	2	100%	2	0	0%	na	na	na

Study Abroad

Studied Abroad			Did not study abroad		No response	
# Respondents	Number	Percent	Number	Percent	Number	Percent
4	2	50%	2	50%	0	0%

[1] *"Awarded Majors" includes all majors completed by an individual*
[2] *"Survey Respondents" includes all majors completed by an individual and does not include "No Info"*
[3] *"% Placed" includes "Survey Respondents" who are "Employed," "Continuing Ed" and "Not Seeking"*
[4] *Salary data is available when 3 or more full-time employed respondents provided salary information and includes all majors completed by an individual*
[5] *"Internship" includes internship or co-op, but not student teaching*
[6] *"Respondents" includes all majors completed by an individual*

Follow-up of Graphic Design and Marketing – Bachelor of Fine Arts

Advantage Emblem & Screen Printing, Duluth, MN - Graphic Designer
Creatis, Eden Prairie, MN - Contract Graphic Designer
Tampa Jewish Community Centers & Federation, Tampa, FL - Graphic Design & Marketing Coordinator
Ulta Beauty, Seattle, WA - Beauty Advisor