## Marketing (Bachelor of Science)

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number receiving degrees</td>
<td>8</td>
<td>23</td>
<td>9</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Surveys received</td>
<td>6 (75%)</td>
<td>19 (83%)</td>
<td>7 (78%)</td>
<td>5 (83%)</td>
<td>12 (67%)</td>
</tr>
<tr>
<td>Employed</td>
<td>5 (83%)</td>
<td>14 (79%)</td>
<td>5 (71%)</td>
<td>4 (80%)</td>
<td>8 (67%)</td>
</tr>
<tr>
<td>Graduate school</td>
<td>0</td>
<td>2 (11%)</td>
<td>2 (29%)</td>
<td>1 (20%)</td>
<td>4 (33%)</td>
</tr>
<tr>
<td>Underemployed (part time, not in field)</td>
<td>0</td>
<td>2 (10%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Available for employment</td>
<td>1 (17%)</td>
<td>1 (5%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Not seeking employment</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Number reporting salary</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Average salary</td>
<td>$34,520</td>
<td>$27,976</td>
<td>$40,950</td>
<td>$35,000</td>
<td>$27,900</td>
</tr>
</tbody>
</table>

### Employer
- Cable Ready
- Del-Mar Management Service
- Freelance Web Design
- ITT Educational Services Inc.
- Kanebo (Cosmetic Co.)
- MindShare
- Paychex
- Ray’s Fine Wine & Spirits

### Position
- Assistant to Media Director
- Bookkeeper
- Web Designer
- Admissions Representative
- Marketing Assistant
- Associate Media Planner
- Sales Representative
- Store Clerk

### School
- Alfred University (2)
- St. Bonaventure
- New England School of Art & Design

### Academic Program
- Business Administration (MBA)
- Integrated Marketing (MA)
- Graphic Design (MA)