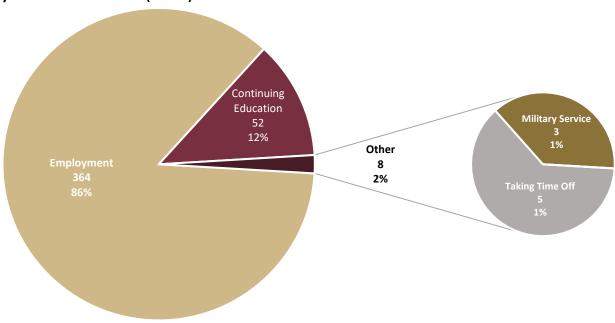
College of Business

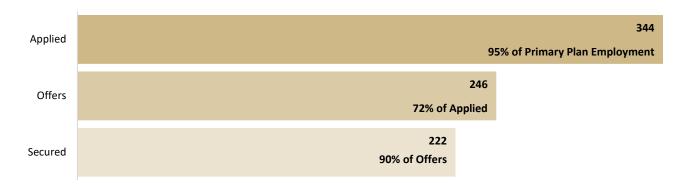
Department of Marketing

Table 4: Post-Graduation Outcomes of Undergraduate Students

A. Primary Post-Graduation Plan (n=424)



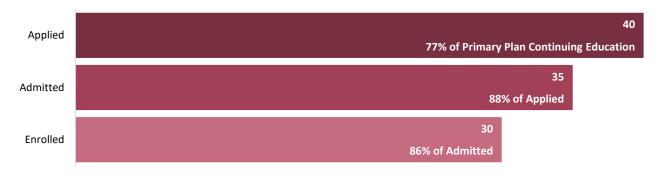
B. Employment Outcomes



C. Reported Salary Information

Number of		
Reported	Salary	Salary
Salaries	Mean	Median
204	\$48,363	\$50,000

D. Education Outcomes



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Table 4: Post-Graduation Outcomes of Undergraduate Students

E. Experiential Learning Opportunity

Experiential Learning Opportunity	Number of Students	Percent of Total
Participated in At Least One Experiential Learning Opportunity	307	72.4%
Internship	284	67.0%
Leadership	100	23.6%
Fieldwork	14	3.3%
Student Teaching	5	1.2%
Fellowship	11	2.6%
Practica	1	0.2%
Clinical	0	0.0%
Apprenticeship	2	0.5%
Cooperative Education	6	1.4%
Other Experiential Learning Opportunity	31	7.3%
Distinct Number of Respondents	424	

F. Internships

Internship	Number of	Internships that	
Sequence	Internships	Earned Credit	
1	290	166	
2	153	61	
3	53	20	
4	21	7	
5	21	7	
Total	538	261	

G. Research / Formal Creative Projects / Academic Endeavors

Worked on Research with Faculty member / Research Mentor	Total
Worked on a creative project as part of a course assignment	10
Worked on independent research project with the supervision of a faculty member / research mentor	5
Worked with faculty member / research mentor as a research / creative assistant	12

Worked on Formal Creative Project with Faculty member / Research Mentor	Total
Worked on a creative project as part of a course assignment	8
Worked on independent research project with the supervision of a faculty member / research mentor	5
Worked with faculty member / research mentor as a research / creative assistant	1

Honors	Total
Completed a Directed Individual Study (DIS)	14
Completed an Honors Thesis	2
Participated in the Honors Program	37

H. Overall Experience

	Number of	Average	University
Overall Experience (Ranked on Scale of 1-7)	Responses	Score	Average
What extent has FSU experience contributed to written communication profiency?	424	5.6	5.4
What extent has FSU experience contributed to computer proficiency?	424	5.4	4.9
What extent has FSU experience contributed to public speaking profiency?	424	5.7	5.2
Overall, how would you rate your satisfaction with your FSU experience?	424	6.4	6.2

Source: 2019-20 Graduating Senior Survey