

Sectors of Known First Position for Graduates of the PhD Program in Marketing; Ten-Year Trend

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011**	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	Average per Year
Graduates	3	5	3	4	4	7	2	5	5	1	4
Percent of Graduates with Placement Info	100%	100%	100%	100%	100%	100%	100%	100%	0%	0%	80%
Grads Average Time to Degree in Years*	4.58	5.15	4.75	5.38	5.63	5.46	5.50	4.85	6.55	5.75	5.36
Grads Median Time to Degree in Years*	3.75	4.75	4.75	5.50	5.75	5.00	5.50	4.75	5.75	-	5.06

*Time to degree represents the time in years from the graduates' first admission to TGS until their graduation term.

**Quarterly graduation started in Summer 2010. Each year spans Summer to Spring graduation terms.

Possible Placement Categories

Possible Career Sectors/Industries	Possible Position Types
Academia	Additional Training
Advertising, Marketing, & Public Relations	Administration
Arts	Consulting
Communication & Media	Counseling
Computer Science, Information, & Internet Technology	Design
Consulting	Development
Consumer Products & Retail	Education
Energy & Sustainability	Engineering
Engineering, Manufacturing, & Transportation	Faculty
Farm, Fish, & Food Manufacturing & Distribution	Finance
Finance	Information Technology
Government & Public Policy	Medical Professional
Healthcare, Medical Devices & Services, & Pharmaceuticals	Outreach
Law	Postdoc
Nonprofit	Practice/Performance
Publishing	Purchasing
Teaching & Educational Institutions	Research
	Sales
	Student
	Teaching
	Writing/Creative
	Other

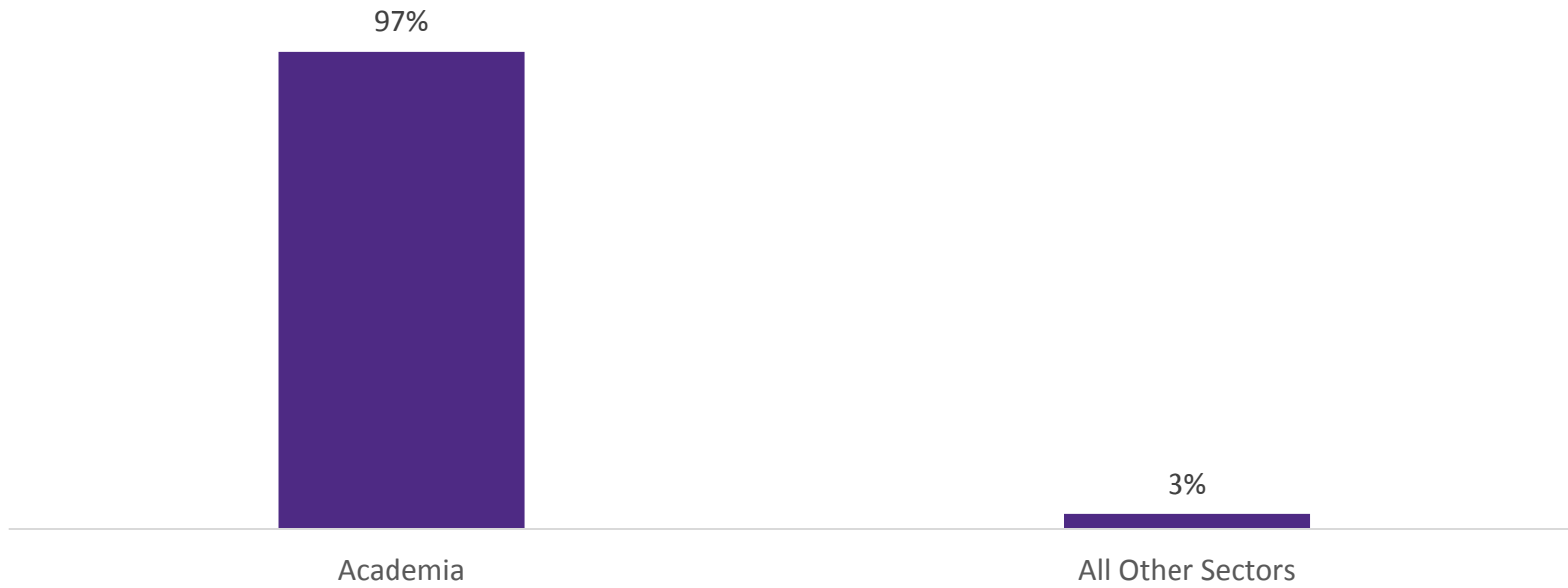
Placement information is captured by the TGS Career Outcomes Database using graduate responses from the Exit Survey and Survey of Earned Doctorates, and updated with the help of faculty and staff after each graduation. The database is intended to capture all first placement information, as well as subsequent placements since graduation. This summary presents the placement information TGS has captured on graduates' first placements, including temporary positions.

In Summer Quarter 2015, TGS began a transition to a new Career Outcomes Database. Position types and sectors may not necessarily align with placement categories from previous years. These new sectors help to more accurately track career placements outside of the traditional academic path.

Category Definitions

Career Sector/Industry	Refers to the primary purpose of the organization (e.g. an engineer working for an energy company would indicate "Energy & Sustainability," not "Engineering").
Position Type	Refers to the day-to-day work of the graduate (e.g. working in Information Technology at a law firm).
Organization	Name of employer.

Sectors of Known First Position for Graduates of
Marketing
2006-2007 to 2015-2016



Top Employers (by Sector) of Known First Position in Marketing Ten-Year Trend; Sorted by Frequency, then Alphabetically

Academia

Emory University (2)

Seattle University (2)

University of Notre Dame (2)

Belmont University (1)

Cornell University (1)

Hong Kong University of Science & Technology
(1)

Hongik University (1)

Johns Hopkins University (1)

New York University (1)

Peking University (1)

University of Hong Kong (1)

University of Texas - Dallas (1)

University of Utah (1)

(#) = number of graduates at organization

Source: TGS Career Outcomes Database