Full-Time MBA
Employment Outcomes
2017 Highlights
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The Wisconsin School of Business prepares students through a specialized MBA model that features a core curriculum plus a specific, deep focus in a particular business area. Our program emphasizes the importance of strong communication skills, leadership development, experiential learning opportunities with corporate partners, global perspective, and alumni engagement. Employers value the fact that our students leave our program ready to make an immediate impact, as evidenced by our continued placement success after graduation.

Our program provides an opportunity for students to learn from different perspectives through its commitment to diversity. By developing cultural competence, students prepare to be effective team members, managers, and leaders in their companies and communities. The Wisconsin MBA Program was one of the first to recognize the business case for diversity. The University of Wisconsin–Madison is one of three founding members of the Consortium for Graduate Study in Management, a nonprofit organization founded in 1956 to promote diversity in education and business.

**EMPLOYMENT OUTCOME HIGHLIGHTS**

- $97,237 Average Starting Salary
- $98,000 Median Starting Salary
- $17,398 Average Signing Bonus

87% of Those Actively Seeking Employment Secured Job Offers Within Three Months of Graduation
Wisconsin Student Profile for MBA Class of 2017

**CLASS OF 2017 PROFILE**

- Enrollment: 99
- Average GMAT: 668
- Average Years of Professional Experience: 5.5
- Average Age: 29
- Women: 32%
- Minority: 11%

**INCOMING REGION**

- International: 19%

**INCOMING INDUSTRY BACKGROUND**

- Consulting: 8%
- Financial Services: 14%
- Government: 13%
- Health Care: 8%
- Hospitality: 5%
- Manufacturing: 8%
- Media/Entertainment: 3%
- Nonprofit: 5%
- Other: 14%
- Real Estate: 5%
- Retail: 4%
- Technology: 10%
- Transportation & Logistics Services: 3%

**UNDERGRADUATE MAJORS**

- Business: 34%
- Engineering/Science/Technical: 43%
- Humanities, Social Sciences, Other: 23%
“We recruit Wisconsin students every year because we know the specialized curriculum and focus on applied learning give students vital experience and skills.”

- BENJAMIN LAWNICKI
Brand Manager, Strategy of Innovation
Kimberly-Clark
The average base salary for the Class of 2017 was $97,237. Employers were located primarily in the Midwest. Students specializing in operations and technology management, brand and product management, risk management and insurance, and marketing research received the highest average salaries.
**JOB PLACEMENT BY REGION**

- Midwest: 59%
- West: 17%
- Northeast: 9%
- Southwest: 7%
- South: 4%
- International: 4%

**SPECIALIZATION**

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Average Base Salary</th>
<th>Median Base Salary</th>
<th>Minimum Base Salary</th>
<th>Maximum Base Salary</th>
<th>Average Signing Bonus</th>
<th>Average Other Comp.</th>
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</thead>
<tbody>
<tr>
<td>Applied Security Analysis</td>
<td>$76,667</td>
<td>$75,000</td>
<td>$65,000</td>
<td>$90,000</td>
<td>N/A*</td>
<td>N/A*</td>
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<tr>
<td>Arts Administration</td>
<td>$53,125</td>
<td>$50,000</td>
<td>$42,500</td>
<td>$70,000</td>
<td>N/A*</td>
<td>N/A*</td>
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<tr>
<td>Brand and Product Management</td>
<td>$105,313</td>
<td>$104,250</td>
<td>$85,000</td>
<td>$130,000</td>
<td>$19,143</td>
<td>$9,396</td>
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<tr>
<td>Corporate Finance and Investment Banking</td>
<td>$102,111</td>
<td>$105,000</td>
<td>$50,000</td>
<td>$140,000</td>
<td>$17,813</td>
<td>$9,667</td>
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<tr>
<td>Marketing Research</td>
<td>$103,045</td>
<td>$103,500</td>
<td>$75,000</td>
<td>$130,000</td>
<td>$21,689</td>
<td>$10,761</td>
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<tr>
<td>Operations and Technology Management</td>
<td>$105,833</td>
<td>$101,500</td>
<td>$95,000</td>
<td>$130,000</td>
<td>$19,750</td>
<td>$10,000</td>
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<tr>
<td>Real Estate</td>
<td>$93,918</td>
<td>$92,500</td>
<td>$55,000</td>
<td>$130,000</td>
<td>$5,167</td>
<td>$14,800</td>
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<tr>
<td>Risk Management and Insurance</td>
<td>$105,000</td>
<td>$105,000</td>
<td>$90,000</td>
<td>$120,000</td>
<td>$12,500</td>
<td>N/A*</td>
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<tr>
<td>Strategic Human Resource Management</td>
<td>$99,000</td>
<td>$95,000</td>
<td>$91,000</td>
<td>$111,000</td>
<td>$20,000</td>
<td>$9,000</td>
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<tr>
<td>Supply Chain Management</td>
<td>$89,000</td>
<td>$90,000</td>
<td>$82,000</td>
<td>$95,000</td>
<td>$10,000</td>
<td>$11,700</td>
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</table>

*Information not listed when fewer than three data points were reported.*

**FUNCTION**

<table>
<thead>
<tr>
<th>Function</th>
<th>% Accepts</th>
<th>Avg. Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>4%</td>
<td>$126,000</td>
</tr>
<tr>
<td>Finance/Accounting</td>
<td>36%</td>
<td>$92,956</td>
</tr>
<tr>
<td>General Management</td>
<td>7%</td>
<td>$102,000</td>
</tr>
<tr>
<td>Human Resources</td>
<td>4%</td>
<td>$99,000</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>36%</td>
<td>$105,315</td>
</tr>
<tr>
<td>Operations/Logistics</td>
<td>7%</td>
<td>$93,000</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>$53,125</td>
</tr>
</tbody>
</table>

**INDUSTRY**

<table>
<thead>
<tr>
<th>Industry</th>
<th>% Accepts</th>
<th>Avg. Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Products</td>
<td>21%</td>
<td>$97,933</td>
</tr>
<tr>
<td>Financial Services</td>
<td>19%</td>
<td>$88,182</td>
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<tr>
<td>Health Care</td>
<td>10%</td>
<td>$102,643</td>
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<tr>
<td>Manufacturing</td>
<td>7%</td>
<td>$98,000</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>6%</td>
<td>$53,125</td>
</tr>
<tr>
<td>Real Estate</td>
<td>17%</td>
<td>$96,654</td>
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<tr>
<td>Retail</td>
<td>7%</td>
<td>$99,400</td>
</tr>
<tr>
<td>Technology</td>
<td>13%</td>
<td>$117,143</td>
</tr>
</tbody>
</table>

**AVERAGE BASE SALARY BY PROFESSIONAL EXPERIENCE**

- One Year Or Less: $80,000
- 1-3 Years: $90,212
- 3-5 Years: $103,327
- 5-7 Years: $101,25
- 7+ Years: $99,186
Internship Outcomes for MBA Class of 2018

One hundred percent of first-year MBA students (Class of 2018) who sought internship opportunities accepted offers. The average monthly starting salary was $6,097.

CLASS OF 2018 PROFILE

- 99 Enrollment
- 669 Average GMAT
- 5.8 Average Years of Professional Experience
- 29 Average Age
- 41% Women
- 11% Minority
- 22% International

INCOMING REGION

- Midwest 48%
- International 23%
- West 9%
- Northeast 8%
- Southwest 6%
- Mid-Atlantic 6%

SPECIALIZATION

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Avg. Monthly Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Security Analysis</td>
<td>$5,116</td>
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<tr>
<td>Arts Administration</td>
<td>$2,408</td>
</tr>
<tr>
<td>Brand and Product Management</td>
<td>$6,934</td>
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<tr>
<td>Corporate Finance and Investment Banking</td>
<td>$6,680</td>
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<tr>
<td>Marketing Research</td>
<td>$7,200</td>
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<tr>
<td>Operations and Technology Management</td>
<td>$6,211</td>
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<tr>
<td>Real Estate</td>
<td>$5,626</td>
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<tr>
<td>Risk Management and Insurance</td>
<td>N/A*</td>
</tr>
<tr>
<td>Strategic Human Resource Management</td>
<td>$4,991</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>$5,215</td>
</tr>
</tbody>
</table>

UNDERGRADUATE MAJORS

- Business 30%
- Engineering, Science, Technical 21%
- Humanities, Social Sciences, Other 49%

*Information not listed when fewer than three data points were reported.*
Secured an Internship Offer by March

100% Received Internship Offers

## INTERNSHIP OUTCOMES BY REGION

- **Midwest**: 57%
- **West**: 20%
- **Northeast**: 13%
- **Southwest**: 10%

## INTERNSHIP COMPENSATION

- **Average Monthly Salary**: $6,097
- **Median Monthly Salary**: $6,500
- **49% Received Other Compensation**
- **Average Other Compensation**: $3,814
- **Median Other Compensation**: $3,000

### FUNCTION

- **Consulting**: 3% | **Avg. Monthly Salary**: $2,210
- **Finance/Accounting**: 29% | **Avg. Monthly Salary**: $6,061
- **General Management**: 6% | **Avg. Monthly Salary**: $6,960
- **Human Resources**: 7% | **Avg. Monthly Salary**: $4,991
- **Marketing/Sales**: 39% | **Avg. Monthly Salary**: $7,118
- **Operations/Logistics**: 16% | **Avg. Monthly Salary**: $5,145

### INDUSTRY

- **Consumer Packaged Goods**: 29% | **Avg. Monthly Salary**: $3,842
- **Financial Services**: 11% | **Avg. Monthly Salary**: $6,115
- **Health Care**: 9% | **Avg. Monthly Salary**: $6,912
- **Manufacturing**: 11% | **Avg. Monthly Salary**: $4,465
- **Nonprofit**: 5% | **Avg. Monthly Salary**: $2,990
- **Real Estate**: 10% | **Avg. Monthly Salary**: $4,803
- **Technology**: 21% | **Avg. Monthly Salary**: $6,457
- **Other**: 4% | **Avg. Monthly Salary**: $6,233
Wisconsin MBA students are consistently recruited by leading companies from across the nation. Our students are equipped with the breadth of knowledge and depth of understanding needed to make an immediate impact in today’s highly competitive business world.

» Top 10 Employers
Based on the number of full-time hires from the class of 2017:
Employers hiring students from the class of 2017 for full-time roles

- 2nd Market Capital Advisory Corp
- Adobe
- Advantus Capital Management
- Allstate Insurance Company
- Amazon
- American Airlines
- American Family Insurance
- Bank of America Merrill Lynch
- Biocut
- BMO Financial Group
- Centene Corporation
- CFRA Research
- Cisco
- CUNA Mutual Group
- Diener Syz Real Estate
- Discover Financial Services LLC
- DuPont
- ECG Management Consultants
- Eli Lilly
- Emerald Kalama Chemical
- Emerson Electric
- Essex Property Trust
- Forward Development Group
- General Electric - GE
- General Mills
- Guardian Capital
- Harris Williams & Co.
- Headlands Center for the Arts
- Healthy Minds Innovations
- Hollister Incorporated
- Illinois Tool Works
- Intel
- Intuit
- Invesco Real Estate
- JT Klein Company
- Kimberly-Clark
- Kohler
- Kohl’s
- KPMG
- Kynikos Associates LP
- Lands’ End
- Madison Symphony Orchestra
- MBRE Healthcare
- Merrill Lynch Wealth Management
- Mid-America Real Estate
- Mike’s Hard Lemonade
- Moxe Health
- New York City Ballet
- Oracle China
- PepsiCo
- S.C. Johnson
- SkanlankemperBard (SKB) Companies
- Skanska
- Steele Creek Investment Management
- Stifel
- Stream Realty Partners
- Target
- Umpqua Bank
- Unimin
- United Technologies
- UW Health
- Wahl Clipper Corporation
- Whirlpool Corporation
- WhiteWave Foods

Employers hiring students from the class of 2018 for internships

- AbbVie
- Adobe
- Allstate
- American Express
- American Family Insurance
- Argent Mill Inc.
- Artspace
- Arvato Digital Services
- Association of Performing Arts Presenters
- At Home
- Boston Scientific
- Capacity Interactive
- Chevron
- Cisco
- Clasen Quality Chocolate
- ConAgra Brands
- CUNA Mutual Group
- Dell
- DISH Network
- Dr Pepper Snapple Group
- Eaton
- Ecolab
- Eli Lilly
- Emerson Process Management, Rosemount Inc.
- Everwest Real Estate Partners
- Fisher-Price
- Future Land US Capital
- Genentech
- General Electric - GE
- General Mills
- Generational Transfer Entrepreneurs
- Goldman Sachs
- Hanu Software Solutions
- Hewlett Packard
- Hines
- Hollister Incorporated
- Hovde Properties
- HQ Capital
- Illinois Tool Works
- Intel
- Intuit
- Invesco
- Johnson Controls
- Kimberly-Clark
- Lewis & Clark Ventures
- Mairs and Power
- MEMBERS Capital Advisors
- New York Presbyterian Hospital
- North Central Group
- Ocean Spray
- Oshkosh Corporation
- Pacific Life
- PepsiCo
- Procter & Gamble
- Prologis
- Robert W. Baird
- S.C. Johnson
- Spectrum Brands
- Starbucks
- State of Wisconsin Investment Board
- The Manitowoc Company
- The Principal Financial Group
- Thrivent Financial
- Times Square Alliance
- Tintri
- U.S. National Park Service
- Unilever
- UnitedHealth Group
- University of Wisconsin Business Development & Entrepreneurship Clinic
- Verizon
- Whirlpool Corporation
- WhiteWave Foods
- Yum! Brands