

2003 GRADUATE SURVEY RESULTS

	<u>Marketing and International Business</u>		<u>School of Business Administration</u>		<u>All Professional</u>	
Bachelor's Degree Recipients						
TOTAL NUMBER OF GRADUATES SURVEYED	120	100%	593	100%	1,754	100%
Questionnaires:						
Not returned	76	63%	387	65%	1,119	64%
Not delivered by post office	11	9%	37	6%	114	6%
Returned by graduate	33	28%	169	28%	521	30%
Responding graduates currently:						
Working	30	91%	140	83%	408	78%
Attending or waiting to attend school	3	9%	27	16%	100	19%
Unemployed	2	6%	13	8%	57	11%

Master's Degree Recipients						
TOTAL NUMBER OF GRADUATES SURVEYED			273	100%	1,490	100%
Questionnaires:						
Not returned			133	49%	741	50%
Not delivered by post office			14	5%	77	5%
Returned by graduate			126	46%	672	45%
Responding graduates currently:						
Working			123	98%	602	90%
Attending or waiting to attend school			10	8%	88	13%
Unemployed			7	6%	51	8%

Subsequent tables for master's degree recipients are not included because of the low number of respondents.

Doctoral Degree Recipients						
TOTAL NUMBER OF GRADUATES SURVEYED			8	100%	610	100%
Questionnaires:						
Not returned.....			3	38%	339	56%
Not delivered by post office					35	6%
Returned by graduate			5	62%	236	39%
Responding graduates currently:						
Working			5	100%	219	93%
Attending or waiting to attend school			1	20%	27	11%
Unemployed					12	5%

Subsequent tables for doctoral degree recipients are not included because of the low number of respondents.

DEMOGRAPHIC SUMMARY - Bachelor's Degree Recipients

	<u>Marketing and International Business</u>		<u>School of Business Administration</u>		<u>All Professional</u>	
Current primary activity						
EMPLOYED BY A US ORGANIZATION						
Public sector:						
Postsecondary education			1	1% █	12	3% █
K-12 education					2	1% █
Government or military	1	4% █	10	7% █	51	12% █
Private sector, including education:						
Non-profit	2	8% █	4	3% █	32	7% █
For profit	17	65% █	78	58% █	194	44% █
Museum						
EMPLOYED BY AN INTERNATIONAL ORGANIZATION						
In the US	3	12% █	9	7% █	27	6% █
Outside of the US	1	4% █	2	1% █	6	1% █
CONTINUING YOUR EDUCATION			18	13% █	63	14% █
UNEMPLOYED	2	8% █	12	9% █	52	12% █
Working						
JOB IS: Full-time, career field, permanent	9	30% █	48	35% █	174	44% █
Full-time, career field, will change	16	53% █	54	40% █	121	31% █
Full-time, outside career field	3	10% █	19	14% █	42	11% █
Full-time, temporary	1	3% █	9	7% █	31	8% █
Part-time	1	3% █	5	4% █	25	6% █
WORK IS: Definitely beneath my level	5	17% █	20	15% █	54	14% █
Somewhat beneath my level	9	30% █	37	28% █	78	20% █
At an appropriate level	15	50% █	74	55% █	255	65% █
At too advanced a level	1	3% █	3	2% █	5	1% █
ATTENDING SCHOOL? Yes, related to UW education			4	3% █	10	3% █
Yes, career related, new area			4	3% █	19	5% █
Yes, not career related	1	3% █	4	3% █	10	3% █
No	29	97% █	125	91% █	360	90% █
MONTHLY INCOME: Under \$1000	2	7% █	6	4% █	23	6% █
1000- 1499	3	10% █	11	8% █	27	7% █
1500- 1999	5	17% █	13	9% █	29	7% █
2000- 2499	7	23% █	26	19% █	72	18% █
2500- 2999	6	20% █	22	16% █	63	16% █
3000- 3499	5	17% █	24	18% █	59	15% █
3500- 3999	1	3% █	15	11% █	46	12% █
4000- 4500			12	9% █	35	9% █
4500- 4999			1	1% █	12	3% █
5000- 5499			3	2% █	8	2% █
5500- 5999			2	1% █	11	3% █
Over \$6000	1	3% █	2	1% █	11	3% █

JOB LOCATION:	King, Pierce, Snohomish	15	68%		69	73%		175	61%	
	Other Washington counties	1	5%		1	1%		25	9%	
	Alaska, Idaho, Oregon	1	5%		4	4%		13	4%	
	California, Hawaii	2	9%		7	7%		22	8%	
	Mountain states				1	1%		7	2%	
	Central states	1	5%		4	4%		9	3%	
	Eastern states				3	3%		7	2%	
	International	2	9%		6	6%		31	11%	
JOB SEARCH:	Newspaper ads	4	10%		11	7%		29	6%	
	The Internet	9	22%		34	21%		94	21%	
	Professional organization	1	2%		2	1%		13	3%	
	Employment agency	1	2%		9	6%		15	3%	
	Faculty advisor or committee	1	2%		3	2%		29	6%	
	Networking/personal contacts	17	42%		70	44%		222	49%	
	UW Center for Career Services	7	18%		31	19%		52	11%	

Attending School

LEVEL OF EDUCATIONAL PROGRAM:	Bachelor's	2	67%		3	12%		21	22%	
	Terminal Master				2	8%		6	6%	
	Master's/PhD	1	33%		12	48%		52	54%	
	Professional				4	16%		9	9%	
	Vocational				2	8%		2	2%	
	Other				2	8%		6	6%	
ARE YOU ALSO EMPLOYED?	Yes, by the school				1	4%		24	28%	
	Yes, other part-time				3	12%		12	14%	
	Yes, other full-time				1	4%		5	6%	
	No	2	100%		18	75%		43	51%	

Unemployed

REASON NOT WORKING	Volunteering							3	6%	
	Raising a family				1	8%		9	17%	
	Taking care of an ill relative									
	Traveling, etc.				1	8%		4	8%	
	Looking for work	1	50%		4	33%		27	52%	
	Deciding what to do	1	50%		1	8%		1	2%	
	Taking time off				2	17%		2	4%	
	Disillusioned about job search				3	25%		6	12%	

STUDENT INVOLVEMENT - Bachelor's Degree Recipients

Marketing and International Business School of Business Administration All Professional

If I had to make my college choice over again, I would choose to attend UW.

Strongly disagree			5	3%	█	12	2%	█	
Disagree	2	6%	█	11	7%	█	26	5%	█
Indifferent	2	6%	█	19	12%	█	61	12%	█
Agree	11	33%	█	55	33%	█	190	37%	█
Strongly agree	18	55%	█	75	45%	█	219	43%	█

During the past year, how many hours each month, on average, did you devoted to volunteer work or a community action program?

None	15	47%	█	72	44%	█	229	45%	█
1 - 3	10	31%	█	54	33%	█	133	26%	█
4 - 6	5	16%	█	14	9%	█	50	10%	█
7 - 10	1	3%	█	12	7%	█	41	8%	█
Over 10	1	3%	█	11	7%	█	53	10%	█

In the past year, approximately how much have you contributed monetarily to charities or philanthropies?

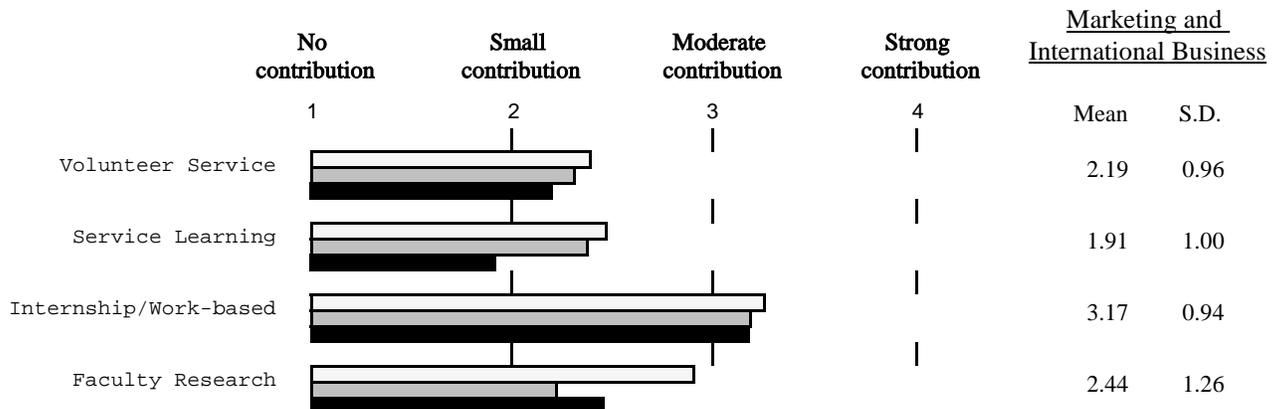
Less than \$100	22	69%	█	104	64%	█	294	58%	█
\$100 - 250	8	25%	█	31	19%	█	99	20%	█
\$250 - 500	1	3%	█	8	5%	█	45	9%	█
\$500 - 1000	1	3%	█	14	9%	█	34	7%	█
Over \$1000				6	4%	█	33	7%	█

While a UW student, did you participate in:

	Yes	No	Yes	No	Yes	No
Community volunteer service (outside of UW)	21	10	97	66	300	205
Community service as part of a UW course (Service learning)	11	20	39	121	126	374
A public service internship or other work-based learning (for credit or pay)	24	8	74	87	214	284
Faculty research beyond being a research subject	9	22	23	137	143	352

How has your participation contributed to your preparation and success in your current primary activity?

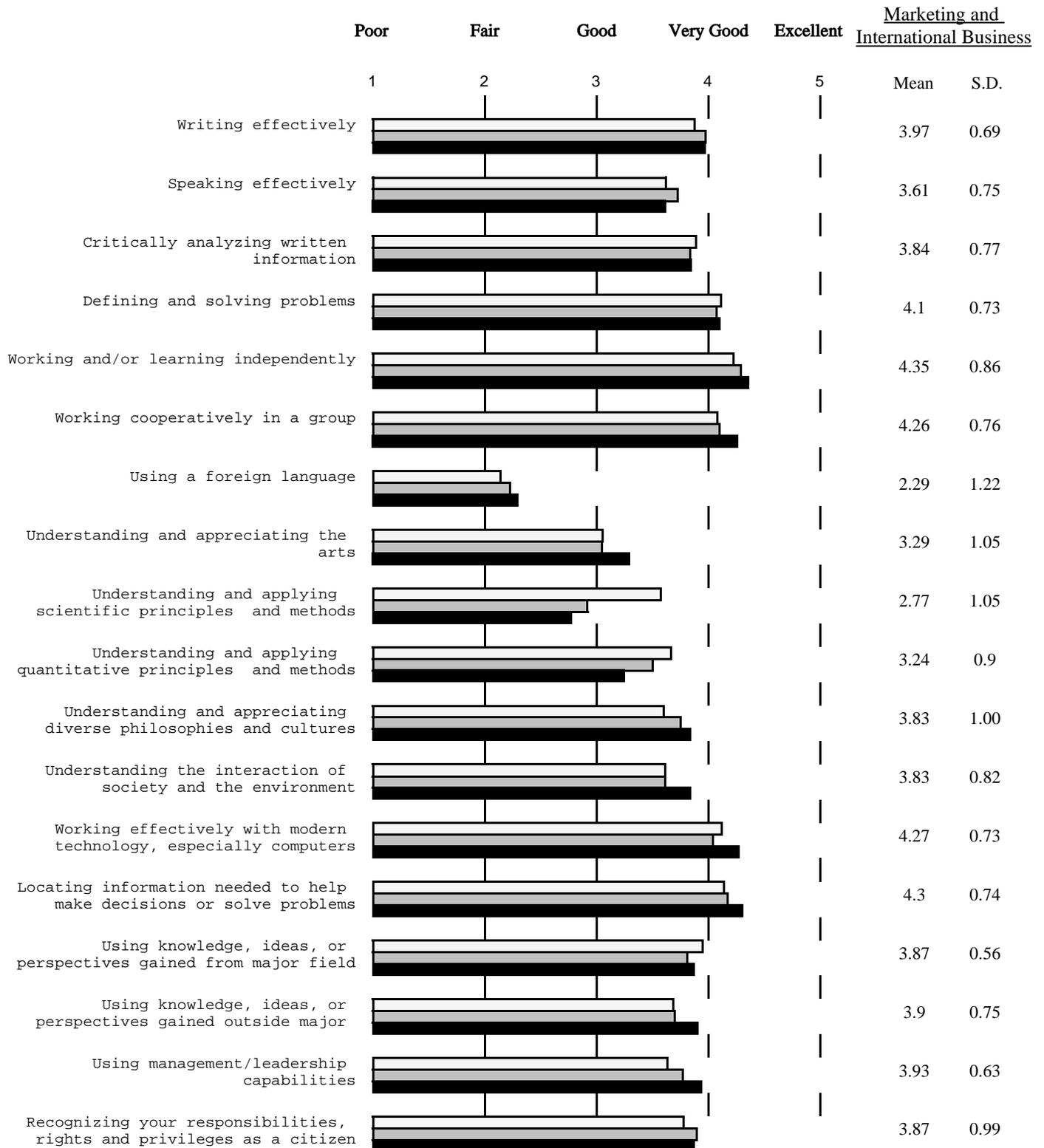
Marketing and International Business █
School of Business Administration █
All Professional █



STUDENT OUTCOMES - Bachelor's Degree Recipients

YOUR SKILLS: Rate yourself on each of the following abilities.

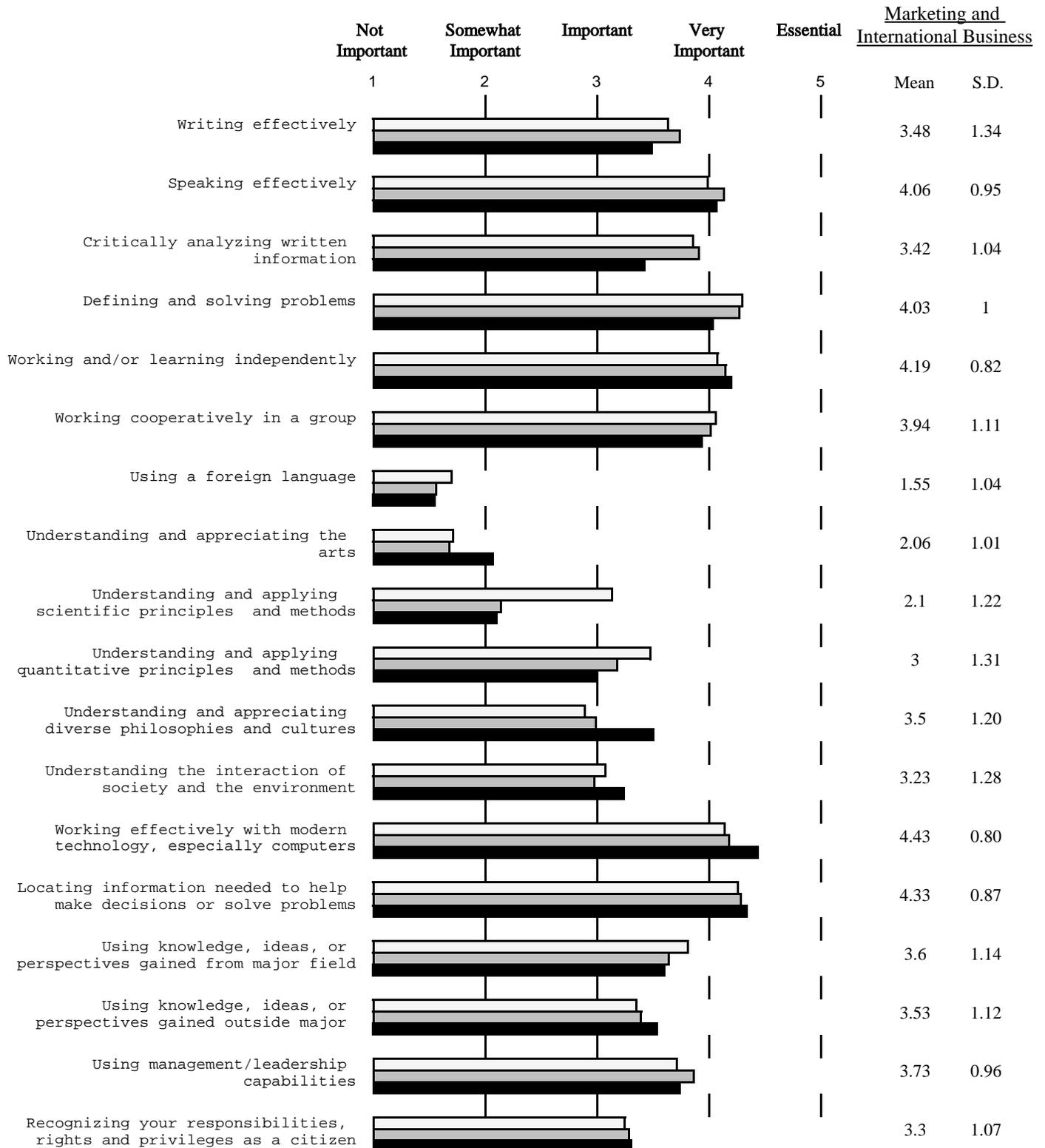
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STUDENT OUTCOMES - Bachelor's Degree Recipients

NECESSITY: How important are each of these abilities to your current primary activity?

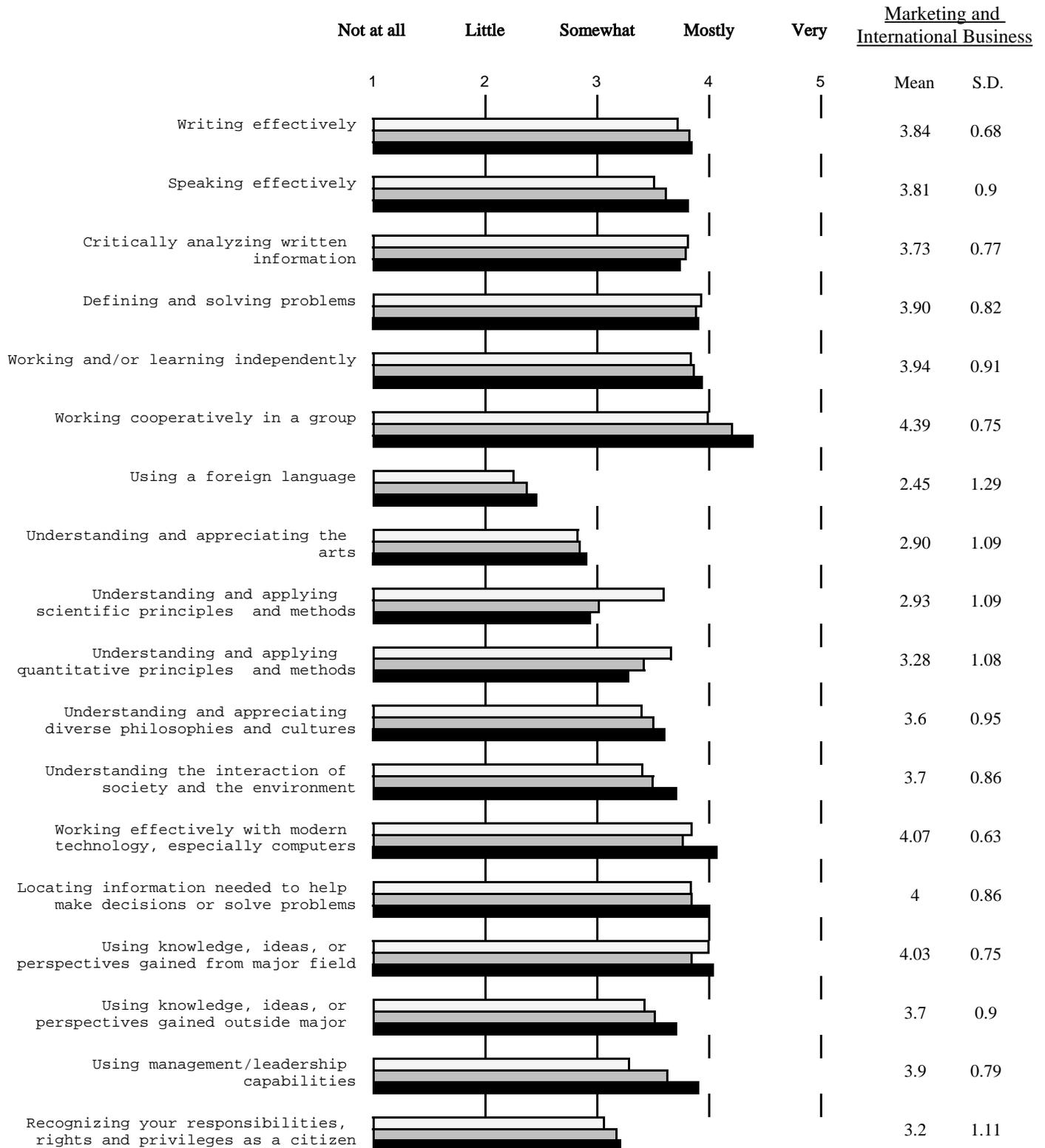
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STUDENT OUTCOMES - Bachelor's Degree Recipients

SATISFACTION: How satisfied are you with the University of Washington's contribution to your development in each area?

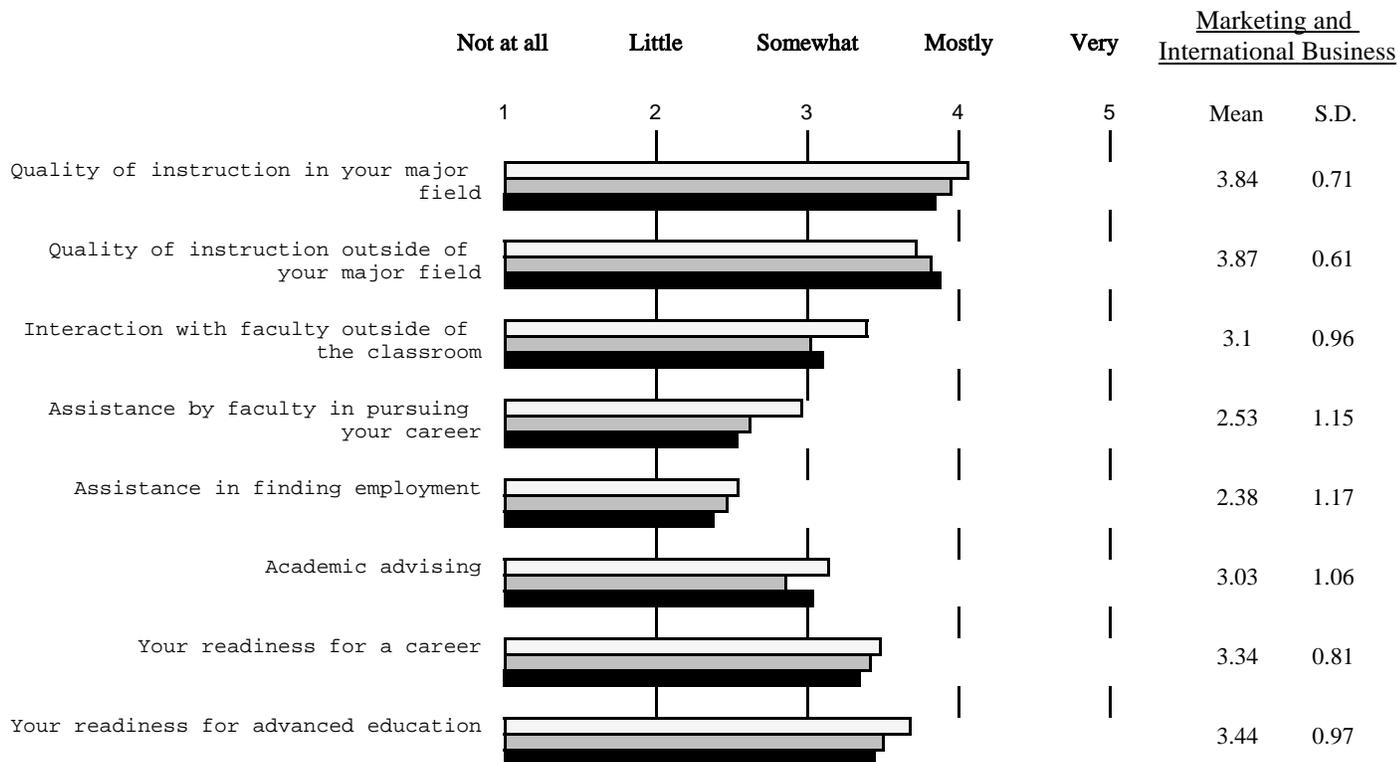
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STUDENT OUTCOMES - Bachelor's Degree Recipients

In general, how satisfied are you with your UW education with regard to each of the following?

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CURRENT ACTIVITY ROSTER

Working		Job Title	Employer
BACHELOR'S	Permanent in career:	Sales Associate	John L. Scott Real Estate
		Mortgage Consultant	America One Finance
		Data Integrity Analyst	Nielsenll Netratings
		Group Sales Manager	Bon-Macy's
		Marketing Specialist manager	Verizon nordstrom
	Career, change likely:	sales rep	rjrt
		account executive	euro rsgg
		Assistant Buyer	Federated Dept. Stores
		project manager	netreflector
		Marketing Manager	Cascade Yoga
		mktg assistant	qualis health
		inside claim rep	the st. paul travelers
		finance analyst	usg
		Administrative Assistant	Bank of America
		marketing/admin assistant	mechanical sales
	Not career, full-time:	pharmaceutical rep	ventir health
		Retail Sales Rep.	Hershey Chocolate Corp.
		Sales Assocaite Manager	ADIC Waterfront Landmark
	Not career, temporary:	English Teacher	English School
		Part-time:	busser/expeditor barista

In School	Program Level	Program	Field of study	Institution
BACHELOR'S	Masters/Doctoral	community & regional plan		ut austin

Unemployed	Type of work seeking
BACHELOR'S	Entertainment Industry Marketing