

# FLASH CAREER REPORT: MARKETING

## Top companies hiring Tippie majors

Amazon

American Marketing and Publishing

Arrive Logistics

AT&T

CDW

Goosehead Insurance

GreatAmerica Financial Services

HNI

Insight Global

John Deere

Medline Industries, Inc.

MoLo Solutions

Oracle

PepsiCo

Swoon

Techtronic Industries

University of Iowa

## What do marketing majors make?

**\$50,000**

median  
salary

**\$90k**

high  
salary

**\$30k**

low  
salary

## Marketing outcomes at a glance

**87%**

of grads employed by  
end of graduation year

**4%**

pursuing further  
education

**55%**

of employed grads  
accepting jobs before  
graduation

*All data in this report sourced from the Iowa  
Graduation Survey, 2019-2023*

## Top job titles for marketing majors

Account Executive	Marketing Coordinator
Account Manager	Marketing Manager
Account Representative	Marketing Specialist
Account Sales Representative	Outside Sales Representative
Business Development Representative	Recruiter
Carrier Sales Representative	Sales Development Associate
Digital Marketing Specialist	Sales Development Representative
Inside Sales Representative	Sales Management Associate
Marketing Assistant	Sales Representative
Marketing Associate	Sales Support Specialist

## Headquarter locations of top-hiring companies for marketing majors

