Fall 2019 Marketing, Communication and Media Career Fair
Student Attendee Demographics

# of Students in Attendance: 249
# of Employers in Attendance: 39

STUDENT ATTENDEES BY LEVEL

- Senior: 50%
- Junior: 24%
- Sophomore: 20%
- Freshman: 1%
- Masters: 4%
- Alumni: 1%

STUDENT ATTENDEES BY MAJOR

- Marketing (BBA): 28%
- Film and Digital Media (BASC): 4%
- Multimedia Journalism (BASC): 7%
- Advertising & Public Relations (BASC): 27%
- Communication (BASC): 6%
- Advertising Creative (BASC): 5%
- Management (BBA): 2%
- Information Systems (BBA): 2%
- Finance (BBA): 2%
- Global Strategic Communication (MS): 2%
- Other: 15%