

4th FLOOR

Fourth Floor
Oklahoma State University
Stillwater, Oklahoma

MARKETING ALUMNI SURVEY AND ANALYSIS

By

LESHIA MCKAY PEARSON

Bachelor of Science
Oklahoma State University
Stillwater, Oklahoma
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Name: Leshia McKay Pearson

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Scope and Method: The purpose of this study was to survey Oklahoma State University marketing alumni for their opinions on the marketing curriculum and determine the skills and courses that would better prepare marketing graduates for business. The data for this study was collected by distributing a questionnaire to OSU marketing alumni. The data were analyzed using Edu-Stat statistical program.

Findings and Conclusions: Marketing graduates who feel prepared with their marketing degree and satisfied with OSU are more likely to recommend marketing and OSU to future students and financially support the Marketing Department and the College of Business. Most alumni are satisfied with their marketing degree from OSU, but feel improvements could be made in the current curriculum to prepare students more thoroughly for the business world.

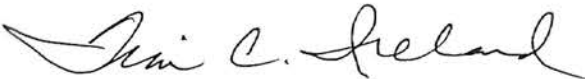
ADVISOR'S APPROVAL



MARKETING ALUMNI SURVEY AND ANALYSIS

Report Approved:


Report Advisor


Director of Graduate Studies


Head, Department of Marketing

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EXECUTIVE SUMMARY

A sample of 2,458 marketing graduates from OSU were surveyed to determine the attitudes and opinions of marketing alumni in the business world. The goal of the research was to assess how their marketing education prepared them for their careers and gain insight into the areas where the marketing curriculum could be enhanced. Seven hundred and two (28.56%) marketing alumni responded to the questionnaire.

Forty-eight percent of the respondents felt they were very well to well prepared for the business world with their marketing degree. Eighty-eight percent were extremely satisfied to satisfied with their degrees from OSU. The most beneficial required marketing courses were Marketing 3323, Consumer and Market Behavior, and Marketing 4683, Managerial Strategies in Marketing. Marketing 4223, Business Logistics and Channel Management was the least beneficial required course. Popular elective courses included Marketing 3613, Retailing Management, and Marketing 4113, Decision Analysis and MIS. Least beneficial elective marketing courses were Marketing 4443, Social Issues in the Marketing Environment and Marketing 4553, International Marketing.

Sales was the most recommended marketing course needed in the marketing curriculum (12.82%). Dale Carnegie type sales courses were highly recommended several times. Personal skills needed included; computer knowledge (30.06%), negotiation (10.97%) and presentation skills (9.12%). "Pursue different or advanced degrees" was the frequent reply (20.51%) to what an alumni would do differently.

Of those who would not recommend a marketing degree to a potential college student (33.76%), most felt it was too broad. Fifteen percent said jobs could not be found in the marketing area (especially in Oklahoma). Ninety-three of the marketing alumni respondents would recommend OSU to a potential college student.

Forty-four percent of the respondents work with an average of six other OSU graduates. Seventy-five percent of the marketing alumni respondents do not support the College of Business. Only 3% support the Marketing Department. "Have never been asked" and "financial interest lies in other areas" were frequent responses to not supporting the Marketing Department. Almost 50% of the marketing alumni respondents support other OSU programs.

Interest in a marketing newsletter received a 65% favorable response. Content criteria included; making it free, containing useful marketing information and career

information. The oldest marketing alumni respondent was from the Class of 1923. The average graduation year of all respondents was 1976.

Approximately 15% of the marketing graduates received advanced degrees. Fifty percent of those received a Master of Business Administration. The majority of advanced degrees were received in Oklahoma (67.52%) and OSU graduated 34.19% of those candidates.

Marketing alumni work for approximately 460 different companies. Approximately 43% of the respondents were not currently active in a marketing position. Almost 32% of those responded they were never active in a marketing position. One hundred and fifteen respondents had no employer. Over 500 different occupational titles existed for 702 respondents. Titles ranged from Chairman/CEO to secretary and from Pastor to golf pro. Government and non-profit services accounted for 20.10% of the types of businesses. Other categories included: Financial Services (15.28%), Manufacturing (14.29%), Professional Services (11.96%) and Petroleum/Energy (10.80%). Four is the average number of years on the first job and three on the second job for marketing alumni respondents.

A number of cross tabulations and correlations were performed with the data. Results of these tests showed the importance of graduating students who are prepared by their marketing degree for the business world and satisfied with their degree from OSU. A number of recommendations were made to enhance the marketing curriculum based on the results of the survey responses and data analysis:

1. Require additional sales, computer and communication (speech and English) courses for all marketing students. A technical writing and presentation course should be offered.
2. Offer a Small Business Management course as a Marketing elective. The course should include all aspects of operating a business. Case studies, role playing and guest speakers should all be a part of the curriculum.
3. Present a "Marketing - Marketing" session in the Principles of Marketing class. This would include a presentation of career opportunities in marketing.
4. Incorporate case studies and role playing into every marketing course. These provide important learning experiences for students.

5. Encourage marketing students to pursue accounting and finance electives. Apparently, these areas cannot be avoided in the business world.
6. Greatly expand internship and cooperative programs. These provide students with practical learning experience that can be applied while in college.
7. Pursue the possibility of implementing a career searching/counseling service center in the College of Business or Marketing Department. Provide students with career counseling, resume' writing suggestions, interviewing techniques, etc.
8. Develop a Marketing newsletter to maintain contact and establish relationships with alumni.
9. Invite guest lecturers to marketing classes to share business experiences with students.
10. Actively pursue private fundraising opportunities from alumni, corporations, and foundations. This will directly enhance the marketing department and its graduates.

The goal of these recommendations is to provide a marketing curriculum that will offer a student theoretical and practical learning experiences. It is essential that marketing graduates be well prepared for the business world to ensure satisfaction with their degree and OSU. Future recommendations and private support are dependent upon this satisfaction.

To maintain a competitive academic program, the OSU Marketing Department must monitor their curriculum, provide outstanding faculty and researchers, and graduate excellent marketing students. There are many measures of an academic program's success; renowned faculty who excel not only as instructors but also as researchers and authors, graduates sought by top business and industry and increasing enrollment of students into a program. Aspects, like these, are used to constantly evaluate OSU's Marketing Department. Research on the Marketing Department's curriculum success after a student has graduated from OSU and been employed in the business world, however, has not been conducted. The goal of this research was to determine the attitudes and opinions of marketing alumni employed in the business world.

Research was conducted to determine alumni opinions on the current marketing curriculum. Additional courses and skills were requested in order to compare current offerings with real world needs. Discovering attitudes about the marketing degree, Oklahoma State University, and private support, was also important in evaluating alumni. Additional personal data on marketing alumni reveals where OSU's alumni are, what type of business they work for and how successful

they are. This type of information may attract top business recruiters to Oklahoma State which again would be used as a measure of a successful marketing program.

There were several reasons for surveying marketing alumni: 1) Contact the alumni and ask for opinions; 2) Evaluate the current curriculum; 3) Identify needs and opportunities for new graduates; and 4) Develop listing of careers and employers for students and business recruiters. The results of the survey revealed most alumni are satisfied with their degree from OSU, but feel improvements could be made in the current curriculum to prepare students more thoroughly for the "real business world." In the following, results are discussed and recommendations are made that incorporate this suggestion as well as others that the survey identified.

RESEARCH METHODOLOGY

Exploratory research was conducted using a survey sent to all Oklahoma State University graduates with a marketing degree and known addresses. The sample frame attempted to include the entire population of marketing graduates. Bad addresses or lost alumni records, however, prevented a total population survey. A total of 2,458 surveys were sent to obtain primary data for research analysis.

Edu-Stat, a statistical software package, was used to analyze the response data. A variable name and label was given to identify each value (refer to appendix A). Edu-Stat accumulated frequency and percentile results for each question. Means, minimum and maximum responses were calculated for specified variables. Cross tabulations calculated combined frequencies for two variables, for example, "support the College of Business" by "support the Marketing Department." The association of one variable with another was identified through correlation analysis. Edu-Stat has the ability to transform data sets enabling the analysis to more accurately portray the response data. Defining non-responses (0) as a missing value (.) is one example of data transformations that were performed for statistical analysis.

The Questionnaire

To encourage increased response, two cover letters were included with the questionnaire. A copy of the survey and questionnaire is included as appendix B. A letter from the Interim Head of the Marketing Department, Dr. Raymond Fisk, explained the survey as a research project for a graduate student trying to complete her degree. This letter was on

5 x 8.5 inch College of Business Administration stationery. The smaller size was intentionally used to attract attention. Behind the small letter, a full-sized letter (8.5 x 11 inch), from the graduate student, outlined the objective of the survey and emphasized how responses would affect marketing students and their career opportunities. The survey also included a postage paid envelope so respondents could easily return the survey.

The purpose of the questionnaire was to determine how marketing alumni felt their degree prepared them for their careers and what attributes new graduates needed to succeed. The questionnaire contained 22 multiple choice, ranking, yes/no, and open-ended questions (refer to appendix B). Questions 1, 2, 7a, and 8 are multiple choice that ask the respondent their opinion on how the marketing degree prepared them, whether they were satisfied with their degree from OSU, and would they recommend a marketing degree or degree from OSU. Question 3 asked the respondent to rank each course offered on how the current curriculum benefited them on a scale from one to six (one = very beneficial to six = not taken.) Open-ended questions 4 and 5 asked alumni what additional marketing courses and personal skills should be included in the marketing curriculum. What the alumnus would do differently now was open-ended question 6. Question 7b,

referring to 7a, asked why an alumnus would not recommend a marketing degree to a new college student. Open-ended questions were used to obtain detailed, honest answers from respondents so the current curriculum could be evaluated effectively.

Questions concerning private support to the College of Business, Marketing Department, and other OSU programs were asked in 10, 11, and 12. As private support becomes increasingly more important for public institutions, it was important to research alumni giving patterns. Interest in a Marketing Department newsletter and year of graduation was asked in questions 13 and 14, respectively. Questions 15, 16, 17, 18a, and 18b pursued information on advanced degrees. Background data concerning occupational and employer information was needed to assess alumni in question 10 and 19 through 22. This type of information is essential for attracting recruiters, preparing graduates, and obtaining private support from individuals, corporations, and foundations.

RESULTS

Each question was numerically coded for analysis. The numerical coding reflected the type of question and the response (refer to Appendix B). A zero was recorded for

those questions not answered. Open-ended questions were coded after classifying a sample of the responses. Coding reflected the response classification scheme developed for each open-ended question (refer to appendices E, F, and I). A value of "9" was assigned to any "other" response not categorized in open-ended questions.

Seven hundred and two responses were analyzed utilizing Edu-Stat statistical program. This reflected a 28.56% response rate from the 2,458 surveys sent to the marketing alumni sample. Approximately 35 (1.4%) of the surveys mailed were returned with unknown addresses. A complete listing of frequency analysis results is included in appendix C.

The responses from questions 1 and 2 revealed important information for the Marketing Department. Forty-two percent of the respondents felt they were well prepared by the marketing degree for the business world. "Moderately" to "not at all" prepared by the marketing degree answers accounted for 52.23% of the responses. Eighty-eight percent were extremely satisfied-to-satisfied with their degrees from OSU.

Marketing Degree Prepare

	Frequency	Percent
Very Well Prepared:	38	5.45%
Well Prepared:	295	42.32
Moderately Prepared:	342	49.07
Not at all Prepared:	22	3.16

Satisfied with Degree from OSU

	Frequency	Percent
Very Satisfied:	185	26.35%
Satisfied:	435	61.97
Slightly Satisfied:	77	10.97
Not at all Satisfied:	5	.71

The average of responses was figured to determine the overall rating of each marketing course (refer to appendix D). The required courses that were most beneficial to alumni included Marketing 3323, Consumer and Market Behavior, and Marketing 4683, Managerial Strategies in Marketing.

The least beneficial required course was Marketing 4223, Business Logistics and Channel Management. Marketing 3613, Retailing Management, and Marketing 4113, Decision Analysis and Marketing Information Systems were the most beneficial elective courses while Marketing 4443, Social Issues in the Marketing Environment, and Marketing 4553, International Marketing, were the least beneficial for respondent's careers. It is important to note the difference between the number of responses for electives taken (200 or less) versus the number of responses for required courses taken (476 plus) (refer to appendix D). More alumni rated the required courses resulting in a more accurate overall required course evaluation.

Non-marketing courses such as accounting, finance, computer, small business management, personnel management,

etc., accounted for 28.92% of the responses to question 4 (refer to appendix E, Table 1). Since this question specifically requested recommendations for marketing courses, any courses not related to marketing were categorized together. Sales (12.82% of the responses) was the most recommended marketing course needed in the marketing curriculum.

Of the personal skills needed for the marketing curriculum, 30.06% of the respondents replied with computer knowledge (refer to appendix E, Table 2). These answers varied from personal computer literacy to focusing on spreadsheet management and LOTUS 1-2-3. Approximately 11% of the responses preferred negotiation as a needed personal skill. Due to the leading nature of this question, however, these two answers may have been biased responses (see question 5 in appendix B). Presentation skills, an answer not suggested, accounted for 9.12% of the responses.

When questioned what an alumnus would do differently if attending OSU again, 20.51% replied they would pursue a different degree or get an advanced degree (refer to appendix F, Table 1). Many of these answers specified a more technical degree such as accounting, finance or engineering. "Do nothing" as well as any "other" response was coded as a

"9" for this question. Approximately 15% of the replies were in this category.

Sixty five percent said "yes" to "definitely yes" they would recommend a marketing degree to a new college student. Of those who would not recommend marketing, 25.27% felt the degree was too broad (refer to appendix F, Table 2). Most felt a more specific field of study was needed in the business world. Almost 15% said jobs could not be found in the marketing area. "No research jobs" and "No marketing jobs in Oklahoma," were typical examples of this response. (Only those who responded negatively to question 7a were asked to justify their response. Five hundred and twenty did not reply.) The majority of alumni (93.31%) would recommend OSU to a potential college student.

Recommend a Marketing Degree

	Frequency	Percent
Definitely Yes:	187	26.64%
Yes:	269	38.32
Maybe:	154	21.94
Probably Not:	74	10.54
Never:	9	1.28

Recommend OSU to Potential College Students

	Frequency	Percent
Definitely Yes:	440	62.68%
Yes:	215	30.63
Maybe:	36	5.13
Probably Not:	5	.71
Never:	4	.57

Only 43.79% of the respondents work with other OSU graduates. Two hundred and seventy two people work with an average of six fellow alumni (refer to MANY in appendix G). Six people work with 70 or more alumni (three of these work for OSU). Averages for this question were computed by eliminating non-responses.

Work with Other OSU Graduates

	Frequency	Percent
Yes:	307	43.79%
No:	387	55.21

Questioning marketing alumni on financial contributions to their alma mater provided interesting results. Only 25% support the College of Business (refer to appendix C). Marketing Department support drops to 3% and approximately 50% support other OSU programs. The significance of these numbers is their counterpart. These figures show the intense need for the Marketing Department and the College of Business to educate their students and alumni on the need for private gifts to enhance academic quality. If 50% are supporting other OSU programs, there should be at least 50% directly supporting the College of Business.

Three reasons occupied the majority of responses for not supporting the Marketing Department. "Have never been asked"

accounted for 30.91%. "Financial interest lies in other areas" and "cannot afford to at present" represented 27.35% and 23.50% of the answers respectively. Many alumni chose more than one option on this question, but only the first response was recorded. Although these answers were predetermined, it does prove that a large number of alumni may be willing to support the Marketing Department if asked. It also presents the possibility that if alumni were well enough informed of financial needs, those who presently cannot and whose financial interest lies in other areas, may support the Marketing Department in the future.

Support the College of Business

	Frequency	Percent
Yes:	173	24.68%
No:	524	74.75

Support the Marketing Department

	Frequency	Percent
Yes:	21	2.99%
No:	678	96.58

Reasons Do Not Support the Marketing Department

	Frequency	Percent
Have never been asked	217	30.91%
Cannot afford to at present	165	23.50
Not Interested	44	6.27
Financial interest lies in other areas	192	27.35
Other	57	8.12

Support Other OSU Programs

	Frequency	Percent
Yes:	345	49.15%
No:	350	49.86

Positive interest was shown in the idea of a Marketing Department newsletter. Approximately 63% responded favorably. Conditions of a newsletter included; making it free, if it contained new and useful marketing information, research findings, and career information. If the newsletter is pursued, a questionnaire should be included in the first issue requesting topics to be covered in future newsletters.

Interest in a Marketing Newsletter

	Frequency	Percent
Yes:	441	62.82%
No:	248	35.33

The Class of 1923 was represented by one marketing alumni, making him the oldest respondent. Forty-nine responded from the Class of 1988. Appendix H shows the average graduation year of all responses as 1976 and the number of respondents by decade.

Fifty percent of those who obtained advanced degrees received a Masters in Business Administration. Only 14.53% (102 respondents), however, pursued advanced degrees. Twenty respondents are currently working toward an advanced degree.

"Other" advanced degrees pursued included (among others) Juris Doctorate, Master of Science in Education, Master of Public Administration, Master of Logistics Management, Human Resource Administration, Master of Occupational Therapy and Master of Arts in Latin American Studies.

Schools in Oklahoma comprised 67.52% of the higher education institutions for advanced degrees. Oklahoma State University had the highest frequency of advanced degree graduates (34.19%). Other Oklahoma schools, listed in decreasing order of attendance, included University of Oklahoma (12.82%), Tulsa University (8.55%), Oklahoma City University (6.84%), and Central State University (4.27%). Advanced degrees benefited alumni careers most by increasing opportunities for those who received them (refer to appendix I).

Was an Advanced Degree Obtained

	Frequency	Percent
Yes:	102	14.53%
No:	575	81.91
Currently Pursuing:	20	2.85

Advanced Degree Received

	Frequency	Percent
Master of Business Admn:	60	49.59%
Master of Accounting:	1	.83
Master of Marketing:	0	0.00
Master of Economics:	7	5.79
Other:	53	43.80

Advanced Degree Benefit Career

	Frequency	Percent
Yes:	103	95.37%
No:	5	4.63

Approximately 43% of the respondents are no longer active in a marketing position. The average of the last year active is 1981 (refer to YEAR in appendix G). Eleven percent were last active in 1988 and 31.76% responded they were never actively involved in a marketing position (coded as an "8" in appendix C). This result may reflect the findings of question 7b, which stated finding jobs in marketing was difficult.

Active in a Marketing Position

	Frequency	Percent
Yes:	390	55.56%
No:	302	43.02

Marketing alumni work for approximately 460 different companies. Forty-six are self-employed. Listed below are the companies which four or more respondents have in common as employers.

<u>Company</u>	<u>No. Mktg Alumni</u>
American Heart Association	4
American Airlines	6
Amoco	6
Blue Cross Blue Shield	4
Credit Union	6

Conoco	4
Dillard's	4
Farmers Insurance	5
J.C. Penney	7
Memorex Telex	5
Mervyn's	7
Phillips	5
Walmart	4

One hundred and fifteen respondents had no employer. Of those, 42.61% were retired. Only 9.57% (11 people) were actually unemployed. Another interesting result, almost 22% of those with no employer were homemakers. Raising a family is still an important career for many individuals with a college degree.

No Employer Status

	Frequency	Percent
Retired:	49	42.61%
Unemployed:	11	9.57
Homemaker:	25	21.74
Other:	28	24.35

Occupational titles varied widely among alumni. Over 500 different titles existed for 702 respondents. Occupational titles ranged from Chairman/CEO to secretary and from Pastor to golf pro. Every area and almost every field was covered by marketing alumni respondents. The idea that a marketing degree is broad, is definitely proven by the responses on this question. It represents, however, that a marketing graduate can become whatever he/she wants to with

this degree. Appendix J categorized occupational titles shared by five or more marketing alumni respondents.

Business or industry type was coded according to the SERVMARK services field categorization (refer to appendix K). Petroleum/energy, agriculture, and manufacturing categories were added to complete the list of possible businesses employing marketing alumni. Government and Non-Profit service businesses comprised 20.10% of the total. Financial Services (15.28%), Manufacturing (14.29%), Professional Services (11.96%) and Petroleum/energy (10.80%) accounted for over 50% of the types of businesses employing marketing alumni respondents (appendix K).

The last question of the survey attempted to determine what jobs new graduates entered and where they were currently. The idea was to create a typical career path for a marketing graduate. The tremendous response, detailed explanations and limited analysis ability prevented the construction of this career path. It would be possible, from the information obtained, to outline general career patterns of marketing alumni. An entire semester and research paper could be devoted to this effort.

Relevant information concerning job turn-over was obtained from the data. The frequency of job turn-over among new graduates is a question that many researchers explore.

The information from this survey revealed that four years is the average number of years spent on the first job and three years on the second (refer to YRS1 and YRS2 in appendix G). The maximum number of years spent with the first and second job was a rather amazing 55 and 56, respectively.

A number of cross tabulations were performed so relationships between variables could be compared. "Support of the College of Business" and "support of the Marketing Department" had a statistically significant relationship with a Chi Square of $p=.01$ (refer to appendix L). This test concluded that 90.5% of those who support the Marketing Department support the College of Business. But, there was only 19 respondents who support both. Five hundred and twenty-two respondents do not support either.

Appendix M is a cross tabulation of "support the College of Business" by "how the marketing degree prepared alumni." The responses in PREPARED were combined to form three categories; very well prepared, well prepared, and moderately-to-not at all prepared. The results from this test presented a statistically significant relationship ($p=.01$). The analysis revealed that those respondents who felt they were very well prepared-to-well prepared were more likely to support the College of Business than those who were moderately-to-not at all prepared.

Respondents who were "extremely satisfied" with their degree from OSU were more likely to support the College of Business (refer to appendix N). The alumni who were "satisfied" (22.22%) were slightly below the overall percentage of those supporting the College of Business (24.82%). As mentioned earlier, overall, 75% of marketing alumni respondents do not support the College of Business. Only 67% of the "extremely satisfied" do not support the College of Business compared with 75% of all other marketing respondents. (This test was conducted after combining slightly satisfied and not at all satisfied into one category and resulted in a Chi-Square significance of $p=.01$).

Respondents who were extremely satisfied with their degrees from OSU and those who support other OSU programs exhibited a positive relationship with a Chi-Square significance of $p=.01$ (refer to appendix O). Again, "satisfied" respondents showed a slightly lower "support" percentage than the overall percentage of supporting other OSU programs. Testing "satisfaction" by "interest in a Marketing newsletter" ($p=.01$) gave predictable results. Fifty-two percent of the marketing alumni respondents who were slightly-to-not at all satisfied with their degree from OSU were not interested in receiving a Marketing newsletter

(refer to appendix P). Overall, 35% of the marketing alumni respondents were not interested in a marketing newsletter.

Sixty-three percent of the marketing alumni respondents who felt they were well prepared by the marketing degree are still actively employed in marketing (refer to appendix Q). The 48.48% who were moderately-to-not at all prepared are no longer active in a marketing position. (This test had a Chi-Square significance of $p=.02$.)

Additional statistically significant tests occurred between "active in a marketing position" and "satisfied with degree" ($p=.03$) and "active in a marketing position" and "recommend a Marketing degree" ($p=.01$) (refer to appendices R and S, respectively). Appendix R establishes that 42% of the respondents moderately-to-not at all satisfied with their degree from OSU are still active in a marketing position. Appendix S reveals that those most likely to recommend a marketing degree are still active in a marketing position. Approximately 60.85% of the marketing alumni respondents who would not recommend a marketing degree are not active in a marketing position.

Correlations were performed between the variables; PREPARE, SATISFY, RECOM, and OSU (refer to appendix T). Significant correlations were found between all variables tested ($p=.01$). The highest correlation ($r=.5$) occurred

between PREPARE and SATISFY suggesting that a person who feels very prepared with their marketing degree tends to be more satisfied with their degree from OSU. A high correlation (.38) between PREPARE and RECOM and between PREPARE and OSU (.198) shows that those marketing alumni respondents who feel prepared with their marketing degree tend to recommend a marketing degree and/or OSU to potential students.

A correlation coefficient of .40 existed between SATISFY and RECOM (refer to appendix T). This means if marketing alumni respondents are satisfied with their degree from OSU, they are more likely to recommend a marketing degree to potential college students. Correlation testing also revealed that satisfied respondents were more likely to recommend OSU ($r=.30$). The last correlation suggested that the marketing alumni respondents who recommend a marketing degree to potential students, also recommend OSU ($r=.18$).

The correlation and cross tabulation results show the importance of graduating students who feel prepared with their marketing degrees and satisfied with OSU. Statistically significant relationships occurred between these and other variables in a number of tests. It seems that providing an outstanding marketing curriculum that prepares students for the business world will result in a

student that is satisfied with his/her degree from OSU, will recommend a marketing degree and OSU to potential students, and will be more apt to financially support the Marketing Department and the College of Business.

RECOMMENDATIONS

The Marketing Department currently has the resources needed to implement many of the recommendations made by the marketing alumni respondents. Many of the suggestions and ideas discovered by the survey dealt with coordinating the marketing curriculum with the "real business world." Theoretical learning was seen as important, but it must be applied through case studies and practical experience.

Recommended courses for the marketing curriculum include additional sales, computer, communication and small business management. Although sales accounted for only 12.82% of the responses in recommended marketing courses, it was referred to often throughout the responses. Good sales skills are essential in any career and in obtaining almost any job. A "Dale Carnegie Sales Course" was referred to by numerous respondents and received excellent recommendations by all. It is recommended that a course in sales be included in every marketing student's curriculum and that the instructor attend

a Dale Carnegie sales class for reference in their sales presentation material.

Additional computer courses are also recommended. The subject material should focus on software packages and usage for business rather than programming. With the limited equipment that is available at OSU and the number of students utilizing it, it is difficult to encourage extra computer time. It is necessary, therefore, to focus on course content during computer classes. Financial packages, spreadsheet analysis and LOTUS 1-2-3 are suggested topics. Complete computer knowledge, including personal computers, word processing packages, and software and hardware for business applications should be covered.

Excellent communication skills, both written and verbal, are essential in the business world. These skills are not stressed enough in the current curriculum. Additional speech and English courses should be required in the marketing curriculum. A required upper division course in technical writing and presentation skills would be instrumental in a marketing student's career.

Another suggestion which is highly recommended for the marketing curriculum is a course on Small Business Management. Having 46 self-employed respondents and numerous CEO's and managers, as well as several comments on the

subject matter, qualifies this for an appropriate marketing subject. It is recommended that this course be offered as an elective and include all aspects of starting and running a business. Cost analysis on taxes, insurance, rent, utilities, and employee wages and benefits should be involved. Utilize actual case studies and role playing throughout the class. The course should interrelate marketing with all aspects of running a business and tie together marketing and business concepts. Guest lecturers, providing experience and insight, would also make this an extremely useful and successful marketing course.

"Marketing - Marketing" is a suggested topic to be included in the courses offered in the current curriculum. This topic should cover what types of jobs are available for a marketing graduate, what a marketing degree prepares a student for, and marketing at entry level jobs. Many marketing alumni respondents referred to the fact they were prepared, educationally, for high management and supervisory positions, only to be hired in as sales representatives, etc. They felt misled and often said they had forgotten management theory by the time they reached those positions. Several respondents noted that they were not certain what to do with their degree after graduation. It is recommended that these topics be included in the Principles of Marketing

Course. It is this course where a student is learning marketing concepts, practical applications should also be included. This would allow a student to make an early decision about career opportunities in marketing.

Marketing students should be encouraged to take all of the accounting and finance courses possible. Many of the marketing alumni respondents said they would have taken more of these courses and would have paid better attention in the ones they did take. It appears that marketing graduates cannot avoid these areas in the business world and, therefore, need these courses.

Case studies and role playing also seem to play an important role in adjusting to the business world. All marketing courses should utilize more of these instructional methods. It gives students an opportunity to view business situations, analyze problems, make recommendations, and evaluate solutions. This experience is vital for students and should be implemented more frequently.

A variety of new programs are recommended for the Marketing Department. First, cooperative and internship programs should be actively pursued and implemented. These programs provide students with practical experience and develop excellent business relationships between participating businesses and the Marketing Department. This

is an "all win" situation that could greatly enhance the Marketing Department's curriculum. Internship programs currently exist, but should be expanded. Co-op programs should be developed for those students wanting more work experience (and needing additional money). Brighter students, experienced employees, and better relationships between students, businesses and the Marketing Department are just a few of the rewards of such a program. These types of programs are feasible for the Marketing Department. After all, it is marketing alumni and business graduates who are potential business participants.

A concept similar to internships and co-ops is career searching. The University Placement Office provides students with a list of recruiters and some career counseling, but a need may exist for the College of Business or Marketing Department to offer their students guidance in career searching, resume' preparation, interview techniques, etc. Many marketing alumni respondents mentioned that career counseling and searching services would have enhanced their educational experiences at OSU. A thorough feasibility study investigating this concept would be required before implementing this venture.

Three additional programs are suggested; a Marketing newsletter, guest lecturers, and active fundraising. As

mentioned previously, interest exists for a Marketing newsletter. Keeping in contact with alumni is extremely important, especially for fundraising. A Marketing newsletter containing a survey for suggested future topics should be sent to alumni. If survey response is low, then actual interest in the newsletter may be less than the effort involved in publishing one. Staying in contact with alumni through publications, however, is essential in maintaining relationships.

The Marketing Club provides frequent guest lecturers for Marketing Club students. This is also an excellent way of preparing students for marketing careers and maintaining relationships with alumni. It is also a program that could be expanded. Several marketing alumni respondents commented on the value of having guest lecturers in class. Students learn from the actual experiences of others. Again, the opportunity exists to utilize marketing (and business) alumni as guest lecturers. Most would be thrilled at the opportunity to talk to a class about their successes. It also enhances the relationship between the alumni and the Marketing Department.

The last recommendation to help improve the Marketing Department curriculum will affect it directly through indirect measures. Increasing private dollars given to the

Marketing Department will allow the department to bring in guest lecturers, send faculty to Dale Carnegie courses (and many others), implement career counseling centers, etc. It is no longer feasible (or practical) to depend on state support or adequate budgets. Private giving is one answer to funding problems. The need for private giving must be stressed early to students and it must be reinforced frequently during college and after graduation. Many of the recommendations stated above can be used to maintain relationships and cultivate prospects (individuals, corporations, and foundations). It is necessary to publicize the educational needs, reinforce them, and proactively plan to solve them. It is time for the Marketing Department to start utilizing business and marketing principles to raise private dollars to enhance their departmental and personal educational goals.

CONCLUSION

It is important for future recommendations and private support that the marketing curriculum adequately prepare a student for the business world. Satisfaction with OSU is also critical for positive referrals. It is necessary, therefore, to review the marketing curriculum and provide the

type of education that will prepare a graduate for the business world.

The current marketing curriculum could be enhanced by offering more sales and computer courses. Written and verbal communication skills, case studies and role playing should be stressed in all marketing classes. Different business courses, such as accounting and finance, should be encouraged to marketing students. The Marketing Department needs to incorporate internship and co-op programs that will enable a student to obtain practical experience while attending college.

The lack of alumni support for the Marketing Department and the College of Business must be corrected. Private dollars, which enhance the Marketing Department, will greatly affect current students who are future alumni. Educating students, publicizing departmental needs through newsletters, and maintaining and cultivating relationships are all ways to obtain private gifts.

Marketing alumni respondents varied greatly in occupations and employers. The marketing degree can prepare a student for a variety of positions and jobs. Opportunities are endless with a marketing degree. It is the responsibility of the Marketing Department to provide a student with the education to take advantage of these

opportunities. The results of the survey lead to the recommended actions that attempt to offer a practical educational experience as well as a theoretical one. It is the combination of these two that will graduate marketing students who are very well prepared for the business world.

APPENDIX A

Variable Name and Label Identification

Question	Name	Label
1	PREPARE	Marketing Degree Prepare
2	SATISFY	Satisfied with Degree
3	M3323	Consumer and Mkt Behavior
	M3433	Promotional Strategies
	M3513	Sales Management
	M4223	Business Logistics
	M4333	Marketing Research
	M4683	Managerial Strategies
	M3613	Retailing Management
	M4113	Decision Analysis & MIS
	M4443	Social Issues
	M4553	International Marketing
4	COURSES	Marketing Courses Needed
5	SKILLS	Personal Skills Needed
6	DIFF	Do Different Now
7a	RECOM	Recommend Marketing Degree
7b	REASONS	What are Reasons
8	OSU	Recommend OSU to Others
9	WORK	Work with Other OSU Grads
	MANY	How Many Work With
10	CB	Support the College of Business
11a	MKTG	Support the Marketing Department
11b	NO	Explain No
12	OTHER	Support Other OSU Programs
13	NEWS	Interest in Marketing Newsletter
14	GRAD	Graduation Year
15	ADV	Obtain Advanced Degree
16	DEGREE	Advanced Degree Received
17	WHERE	Where Adv Degree Obtained
18a	BENEFIT	Benefit of Advanced Degree
18b	HOW	How Did Adv Degree Benefit
19a	ACTIVE	Active in Marketing Position
19b	YEAR	Last Year Active in Marketing
20a	NAME	Name of Employer
20b	UNEMP	No Employer Status
21a	TITLE	Occupational Title
21c	TYPE	Type of Business
22a	YRS1	Years of First Job
22b	YRS2	Years of Second Job

APPENDIX B



Oklahoma State University

COLLEGE OF BUSINESS ADMINISTRATION
405-744-5064, STILLWATER, OKLAHOMA 74078-0555

February 20, 1989

Dear Marketing Alumnus:

The attached survey is being done as a graduate class project by Leshia Pearson. Your response to this survey will enable Leshia to complete her M.B.A. degree and the information you provide will be very helpful to the OSU Marketing Department.

If you have any questions about this survey you may call me or my secretary, Cherrye, at (405) 744-5192.

Sincerely,

A handwritten signature in cursive script that reads "Ray Fisk".

Raymond P. Fisk
Associate Professor of Marketing and
Interim Head, Department of Marketing

(405) 744-5192

RPF/cjb

P.S. Please return this survey no
later than March 8, 1989.



Celebrating the Past . . . Preparing for the Future

LESHIA M. PEARSON

February 20, 1989

Dear Fellow OSU Graduate:

I am a graduate student in the College of Business at Oklahoma State University. My final six hours of credit is a research project for the Marketing Department. The purpose of this research is to learn more about the attitudes and career experiences of OSU Marketing alumni.

This questionnaire is being sent to all Marketing alumni. The results of this survey will be used to evaluate and improve the OSU Marketing curriculum. It will also be used to assess opportunities for future OSU Marketing graduates. Your business information provides important information which may be useful in attracting marketing recruiters to campus or in seeking private support from corporations and foundations.

Your help is needed in order to assure as accurate and complete a study as possible. Your reply will be completely anonymous and confidential.

Please take a few minutes to complete this survey and please return it within the week in the enclosed postage-paid envelope. The students currently enrolled will be significantly affected by your views and support as they join the ranks of OSU Marketing alumni.

Thank you,



Leshia M. Pearson
Marketing Class of 1984

P.S. If you would like a summary of the results, please include a business card or your name and address.

MARKETING ALUMNI SURVEY

Please answer all questions as completely as possible. Where requested, please provide written responses. Feel free to attach additional pages if there is not enough room provided to answer a question. Your prompt response is greatly appreciated.

1. How well did your marketing degree prepare you for the business world?
 - 1 _____ Very well prepared
 - 2 _____ Well prepared
 - 3 _____ Moderately prepared
 - 4 _____ Not at all prepared

2. How would you rate the extent to which you are satisfied with your degree from OSU?
 - 1 _____ Very Satisfied
 - 2 _____ Satisfied
 - 3 _____ Slightly Satisfied
 - 4 _____ Not At All Satisfied

3. How did the following courses benefit you for your career?

1 = Very beneficial	4 = Not at all beneficial
2 = Beneficial	5 = Not applicable to position
3 = Slightly beneficial	6 = Not taken

REQUIRED COURSES:

0-6 _____	MKTG 3323	Consumer & Market Behavior
0-6 _____	MKTG 3433	Promotional Strategies
0-6 _____	MKTG 3513	Sales Management
0-6 _____	MKTG 4223	Business Logistics & Channel Management
0-6 _____	MKTG 4333	Marketing Research
0-6 _____	MKTG 4683	Managerial Strategies in Marketing

ELECTIVE COURSES:

0-6 _____	MKTG 3613	Retailing Management
0-6 _____	MKTG 4113	Decision Analysis and Marketing Information Systems
0-6 _____	MKTG 4443	Social Issues in the Marketing Environment
0-6 _____	MKTG 4553	International Marketing

4. What additional marketing courses and/or topics would you recommend that students graduating from college need?

0-5, 8, 9 _____

5. What particular personal skills should be a part of the marketing curriculum? (e.g. microcomputer, negotiation)

0-9 _____

6. What would you do differently now if pursuing a degree from OSU?

0-9 _____

7a. Would you recommend a Marketing degree to a new college student?

- 1 _____ Definitely yes
- 2 _____ Yes
- 3 _____ Maybe
- 4 _____ Probably not.
- 5 _____ Never

b. If not, what are the reasons? _____

0-7, 9 _____

8. Do you recommend OSU to potential college students?

- 1 _____ Definitely yes
- 2 _____ Yes
- 3 _____ Maybe
- 4 _____ Probably not
- 5 _____ Never

9. Do you work with other OSU graduates?

1 _____ Yes 2 _____ No
How many _____

10. Do you financially support the College of Business at Oklahoma State University through donations?

1 _____ Yes 2 _____ No

11a. Do you financially support the OSU Marketing Department?
1 _____ Yes 2 _____ No

b. If no, please explain:

- 1 _____ Have never been asked
- 2 _____ Cannot afford to at present
- 3 _____ Not interested
- 4 _____ Financial interest lies in other areas
- 5 _____ Other, please specify _____

12. Are there other programs at Oklahoma State you financially support? 1 _____ Yes 2 _____ No

13. Would you be interested in receiving a Marketing Department Newsletter? 1 _____ Yes 2 _____ No

14. What year did you graduate with a Marketing degree? _____

15. Did you obtain an advanced degree?
1 _____ Yes 2 _____ No

If no, please skip to Question 19.

If yes, please answer the following:

16. What advanced degree did you pursue?
1 _____ Master of Business Administration
2 _____ Master of Accounting
3 _____ Master of Marketing
4 _____ Master of Economics
5 _____ Other (please specify _____)

17. Where did you receive this degree? _____

18a. Has the advanced degree benefited you in your career?
1 _____ Yes 2 _____ No

b. How? _____

0-6, 9 _____

19a. Are you actively involved in a marketing position now?
1 _____ Yes 2 _____ No

b. If not, when was the last year you were actively involved
in a marketing position? _____

20a. What is the name of your employer? _____

b. If no employer, are you:

1 _____ Retired

2 _____ Unemployed

3 _____ A Homemaker

4 _____ Other, please explain _____

21a. What is your current occupational title? _____

b. What kind of work do you do; that is, what are your main
duties on the job? _____

c. What type of business or industry is this; that is what
product is made or what service is provided? _____

0-13 _____

See the following page for question 22

22. Please include as much information on your career path (job, position, duties and responsibilities) as possible. This information will enable us to prepare students for future opportunities. It may also help in our planning of future marketing curriculums.

First job upon graduation from OSU:

<u>Company</u>	<u>Position</u>	<u>Years in Position</u>
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Responsibilities: _____

Second job:

<u>Company</u>	<u>Position</u>	<u>Years in Position</u>
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Responsibilities: _____

Additional Jobs:

<u>Company</u>	<u>Position</u>	<u>Years in Position</u>
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Edu-Stat Frequency Analysis
18, 1989

April

Data Set = Marketing Department Alumni Study

Variable = PREPARE; Mktg Degree Prepare

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	5			
1	38	38	5.45	5.45
2	295	333	42.32	47.78
3	342	675	49.07	96.84
4	22	697	3.16	100.00

Variable = SATISFY; Satisfied with Degree

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
1	185	185	26.35	26.35
2	435	620	61.97	88.32
3	77	697	10.97	99.29
4	5	702	0.71	100.00

Variable = M3323; Consumer and Mkt Behavior

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	61	61	8.69	8.69
1	127	188	18.09	26.78
2	282	470	40.17	66.95
3	142	612	20.23	87.18
4	21	633	2.99	90.17
5	33	666	4.70	94.87
6	35	701	4.99	99.86
7	1	702	0.14	100.00

Variable = M3433; Promotional Strategies

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	64	64	9.12	9.12
1	108	172	15.38	24.50
2	251	423	35.75	60.26
3	152	575	21.65	81.91
4	32	607	4.56	86.47
5	48	655	6.84	93.30
6	45	700	6.41	99.72
7	2	702	0.28	100.00

Variable = M3513; Sales Mgmt

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	61	61	8.69	8.69
1	115	176	16.38	25.07
2	202	378	28.77	53.85
3	161	539	22.93	76.78
4	32	571	4.56	81.34
5	43	614	6.13	87.46
6	87	701	12.39	99.86
7	1	702	0.14	100.00

Variable = M4223; Business Logistics

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	72	72	10.26	10.26
1	71	143	10.11	20.37
2	156	299	22.22	42.59
3	176	475	25.07	67.66
4	73	548	10.40	78.06
5	83	631	11.82	89.89
6	69	700	9.83	99.72
7	2	702	0.28	100.00

Variable = M4333; Mktg Research

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	51	51	7.26	7.26
1	130	181	18.52	25.78
2	197	378	28.06	53.85
3	191	569	27.21	81.05
4	53	622	7.55	88.60
5	60	682	8.55	97.15
6	18	700	2.56	99.72
7	2	702	0.28	100.00

Variable = M4683; Managerial Strategies

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	65	65	9.26	9.26
1	137	202	19.52	28.77
2	225	427	32.05	60.83
3	130	557	18.52	79.34
4	27	584	3.85	83.19
5	36	620	5.13	88.32
6	79	699	11.25	99.57
7	3	702	0.43	100.00

Variable = M3613; Retailing Mgmt

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	128	128	18.23	18.23
1	40	168	5.70	23.93
2	75	243	10.68	34.62
3	62	305	8.83	43.45
4	18	323	2.56	46.01
5	50	373	7.12	53.13
6	327	700	46.58	99.72
7	2	702	0.28	100.00

Variable = M4113; Decision Analysis & MIS

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	134	134	19.09	19.09
1	37	171	5.27	24.36
2	79	250	11.25	35.61
3	67	317	9.54	45.16
4	17	334	2.42	47.58
5	33	367	4.70	52.28
6	333	700	47.44	99.72
7	2	702	0.28	100.00

Variable = M4443; Social Issues

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	146	146	20.80	20.80
1	9	155	1.28	22.08
2	55	210	7.83	29.91
3	58	268	8.26	38.18
4	15	283	2.14	40.31
5	29	312	4.13	44.44
6	387	699	55.13	99.57
7	3	702	0.43	100.00

Variable = M4553; International Mktg

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	133	133	18.95	18.95
1	20	153	2.85	21.79
2	48	201	6.84	28.63
3	65	266	9.26	37.89
4	25	291	3.56	41.45
5	41	332	5.84	47.29
6	368	700	52.42	99.72
7	2	702	0.28	100.00

Variable = COURSES; Mktg Courses Needed

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	174	174	24.79	24.79
1	70	244	9.97	34.76
2	90	334	12.82	47.58
3	52	386	7.41	54.99
4	24	410	3.42	58.40
5	37	447	5.27	63.68
8	203	650	28.92	92.59
9	52	702	7.41	100.00

Variable = SKILLS; Personal Skills Needed

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	119	119	16.95	16.95
1	211	330	30.06	47.01
2	77	407	10.97	57.98
3	56	463	7.98	65.95
4	29	492	4.13	70.09
5	64	556	9.12	79.20
6	23	579	3.28	82.48
7	4	583	0.57	83.05
8	41	624	5.84	88.89
9	78	702	11.11	100.00

Variable = DIFF; Do Different Now

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	89	89	12.68	12.68
1	60	149	8.55	21.23
2	67	216	9.54	30.77
3	20	236	2.85	33.62
4	63	299	8.97	42.59
5	49	348	6.98	49.57
6	62	410	8.83	58.40
7	144	554	20.51	78.92
8	42	596	5.98	84.90
9	106	702	15.10	100.00

Variable = RECOM; Recommend Mktg Degree

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	9	9	1.28	1.28
1	187	196	26.64	27.92
2	269	465	38.32	66.24
3	154	619	21.94	88.18
4	74	693	10.54	98.72
5	9	702	1.28	100.00

Variable = REASONS; What are Reasons

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	520			
1	32	32	17.58	17.58
2	46	78	25.27	42.86
3	25	103	13.74	56.59
4	9	112	4.95	61.54
5	8	120	4.40	65.93
6	2	122	1.10	67.03
7	27	149	14.84	81.87
8	2	151	1.10	82.97
9	31	182	17.03	100.00

Variable = OSU; Recommend OSU to Others

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	2	2	0.28	0.28
1	440	442	62.68	62.96
2	215	657	30.63	93.59
3	36	693	5.13	98.72
4	5	698	0.71	99.43
5	4	702	0.57	100.00

Variable = WORK; Work with Other OSU Grads

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	1			
0	7	7	1.00	1.00
1	307	314	43.79	44.79
2	387	701	55.21	100.00

Variable = MANY; How Many Work with

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	430	430	61.25	61.25
1	67	497	9.54	70.80
2	55	552	7.83	78.63
3	44	596	6.27	84.90
4	24	620	3.42	88.32
5	23	643	3.28	91.60
6	12	655	1.71	93.30
7	4	659	0.57	93.87
8	5	664	0.71	94.59
9	1	665	0.14	94.73
10	14	679	1.99	96.72
12	2	681	0.28	97.01
15	5	686	0.71	97.72
19	1	687	0.14	97.86
20	7	694	1.00	98.86
25	2	696	0.28	99.15
70	1	697	0.14	99.29
99	5	702	0.71	100.00

Variable = CB; Support College of Business

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	1			
0	4	4	0.57	0.57
1	173	177	24.68	25.25
2	524	701	74.75	100.00

Variable = MKTG; Support Marketing Dept

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	3	3	0.43	0.43
1	21	24	2.99	3.42
2	678	702	96.58	100.00

Variable = NO; Explain No

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	27	27	3.85	3.85
1	217	244	30.91	34.76
2	165	409	23.50	58.26
3	44	453	6.27	64.53
4	192	645	27.35	91.88
5	57	702	8.12	100.00

Variable = OTHER; Support Other OSU Programs

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	7	7	1.00	1.00
1	345	352	49.15	50.14
2	350	702	49.86	100.00

Variable = NEWS; Interest in Mktg Newsletter

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	13	13	1.85	1.85
1	441	454	62.82	64.67
2	248	702	35.33	100.00

Variable = GRAD; Graduation Year

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	6	6	0.85	0.85
23	1	7	0.14	1.00
24	2	9	0.28	1.28
25	1	10	0.14	1.42
29	2	12	0.28	1.71
30	1	13	0.14	1.85
31	2	15	0.28	2.14
32	1	16	0.14	2.28
33	3	19	0.43	2.71
34	1	20	0.14	2.85
35	1	21	0.14	2.99
36	3	24	0.43	3.42
37	1	25	0.14	3.56
38	1	26	0.14	3.70
39	1	27	0.14	3.85
40	5	32	0.71	4.56
41	1	33	0.14	4.70
42	3	36	0.43	5.13
43	3	39	0.43	5.56
47	4	43	0.57	6.13
48	5	48	0.71	6.84
49	10	58	1.42	8.26
50	11	69	1.57	9.83
51	5	74	0.71	10.54
56	1	75	0.14	10.68
57	3	78	0.43	11.11

58	4	82	0.57	11.68
59	2	84	0.28	11.97
60	5	89	0.71	12.68
61	2	91	0.28	12.96
62	8	99	1.14	14.10
63	6	105	0.85	14.96
64	4	109	0.57	15.53
65	8	117	1.14	16.67
66	5	122	0.71	17.38
67	2	124	0.28	17.66
68	6	130	0.85	18.52
69	17	147	2.42	20.94
70	10	157	1.42	22.36
71	4	161	0.57	22.93
72	16	177	2.28	25.21
73	11	188	1.57	26.78
74	15	203	2.14	28.92
75	11	214	1.57	30.48
76	14	228	1.99	32.48
77	16	244	2.28	34.76
78	17	261	2.42	37.18
79	29	290	4.13	41.31
80	31	321	4.42	45.73
81	37	358	5.27	51.00
82	50	408	7.12	58.12
83	50	458	7.12	65.24
84	54	512	7.69	72.93
85	48	560	6.84	79.77
86	43	603	6.13	85.90
87	50	653	7.12	93.02
88	49	702	6.98	100.00

Variable = ADV; Obtain Advanced Degree

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	5	5	0.71	0.71
1	102	107	14.53	15.24
2	575	682	81.91	97.15
3	20	702	2.85	100.00

Variable = DEGREE; Advanced Degree Received

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	581			
1	60	60	49.59	49.59
2	1	61	0.83	50.41
4	7	68	5.79	56.20
5	53	121	43.80	100.00

Variable = WHERE; Where Adv Degree Obtained

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
	585			
AFI	1	1	0.85	0.85
AGS	1	2	0.85	1.71
AMC	1	3	0.85	2.56
CFP	1	4	0.85	3.42
CMU	2	6	1.71	5.13
COM	1	7	0.85	5.98
CSU	5	12	4.27	10.26
DTS	1	13	0.85	11.11
ECU	1	14	0.85	11.97
ESU	1	15	0.85	12.82
GGU	1	16	0.85	13.68
GWU	2	18	1.71	15.38
HSU	1	19	0.85	16.24
ISU	1	20	0.85	17.09
KU	1	21	0.85	17.95
MU	1	22	0.85	18.80
ND	1	23	0.85	19.66
OCU	8	31	6.84	26.50
OSU	40	71	34.19	60.68
OU	15	86	12.82	73.50
RPI	1	87	0.85	74.36
SBT	1	88	0.85	75.21
SLU	2	90	1.71	76.92
SMU	3	93	2.56	79.49
TAM	1	94	0.85	80.34
TCU	1	95	0.85	81.20
TU	10	105	8.55	89.74
TWU	1	106	0.85	90.60
UAZ	1	107	0.85	91.45
UCL	1	108	0.85	92.31
UD	2	110	1.71	94.02
UMI	1	111	0.85	94.87
UNM	1	112	0.85	95.73
UNT	1	113	0.85	96.58
USC	1	114	0.85	97.44
UTD	1	115	0.85	98.29
UU	1	116	0.85	99.15
W&M	1	117	0.85	100.00

Variable = BENEFIT; Benefit of Advanced Degree

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	594			
1	103	103	95.37	95.37
2	5	108	4.63	100.00

Variable = HOW; How Did Adv Degree Benefit

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	607			
1	6	6	6.32	6.32
2	36	42	37.89	44.21
3	14	56	14.74	58.95
4	12	68	12.63	71.58
5	5	73	5.26	76.84
6	4	77	4.21	81.05
9	18	95	18.95	100.00

Variable = ACTIVE; Active in Mktg Position

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	10	10	1.42	1.42
1	390	400	55.56	56.98
2	302	702	43.02	100.00

Variable = YEAR; Last Year Active in Mktg

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	447			
8	81	81	31.76	31.76
9	20	101	7.84	39.61
28	1	102	0.39	40.00
38	1	103	0.39	40.39
39	1	104	0.39	40.78
48	1	105	0.39	41.18
54	1	106	0.39	41.57
63	1	107	0.39	41.96
64	2	109	0.78	42.75
65	2	111	0.78	43.53
66	1	112	0.39	43.92
67	2	114	0.78	44.71
68	1	115	0.39	45.10
69	2	117	0.78	45.88
70	5	122	1.96	47.84
71	1	123	0.39	48.24
72	1	124	0.39	48.63
73	4	128	1.57	50.20
74	1	129	0.39	50.59
75	2	131	0.78	51.37
76	3	134	1.18	52.55
77	2	136	0.78	53.33
78	4	140	1.57	54.90
79	5	145	1.96	56.86
80	7	152	2.75	59.61
81	5	157	1.96	61.57
82	12	169	4.71	66.27
83	9	178	3.53	69.80
84	8	186	3.14	72.94
85	7	193	2.75	75.69
86	13	206	5.10	80.78
87	20	226	7.84	88.63
88	29	255	11.37	100.00

Set = Marketing Department Alumni Study

Table = NAME; Name of Employer

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
	98			
1 INTERSTA	1	1	0.17	0.17
1NATL BANK	1	2	0.17	0.33
1NATLBANK	2	4	0.33	0.66
20 CENTURY	1	5	0.17	0.83
A1ELECTRIC	1	6	0.17	0.99
ABBOTTLAB	1	7	0.17	1.16
ABBOTTLABS	1	8	0.17	1.32
ABCO INC	1	9	0.17	1.49
ABERSONSIN	1	10	0.17	1.66
ABFFREIGHT	1	11	0.17	1.82
ACTION SYS	1	12	0.17	1.99
ADTEL	1	13	0.17	2.15
ADVCONCEPT	1	14	0.17	2.32
ADVINC	1	15	0.17	2.48
ADVNOVELTY	1	16	0.17	2.65
AIR FORCE	2	18	0.33	2.98
ALCON LABS	1	19	0.17	3.15
ALLIANCE	1	20	0.17	3.31
ALTRA AUTO	1	21	0.17	3.48
AM COMMU I	1	22	0.17	3.64
AM HEART A	1	23	0.17	3.81
AM LIST CN	1	24	0.17	3.97
AMBANKSTAT	1	25	0.17	4.14
AMER AIR	3	28	0.50	4.64
AMER AIR L	1	29	0.17	4.80
AMERADAHES	1	30	0.17	4.97
AMERAIR	2	32	0.33	5.30
AMFIDASSUR	1	33	0.17	5.46
AMFIDELITY	2	35	0.33	5.79
AMHEART AS	2	37	0.33	6.13
AMHEARTASS	1	38	0.17	6.29
AMOCO	6	44	0.99	7.28
ANDERSON	1	45	0.17	7.45
ANH BUSCH	1	46	0.17	7.62
ANHEUSER	1	47	0.17	7.78
ANTHONYS	1	48	0.17	7.95
APOLLO PAP	1	49	0.17	8.11
APPLE	1	50	0.17	8.28
ARMY	1	51	0.17	8.44
ARROWELEC	1	52	0.17	8.61
ARROWHD LM	1	53	0.17	8.77
ASTROMGMT	1	54	0.17	8.94
AT&T	1	55	0.17	9.11
ATMOSENRGY	1	56	0.17	9.27
ATOKASTBNK	1	57	0.17	9.44
B MOORE &	1	58	0.17	9.60
B&WEXPLOR	1	59	0.17	9.77
BANK	1	60	0.17	9.93
BANK OF OK	1	61	0.17	10.10
BANKERLIFE	1	62	0.17	10.26
BANKERS SY	1	63	0.17	10.43
BANKMORISN	1	64	0.17	10.60

BARTLETEQT	1	65	0.17	10.76
BATES BROS	1	66	0.17	10.93
BAXTER	1	67	0.17	11.09
BECKERCORP	1	68	0.17	11.26
BEECH AIR	1	69	0.17	11.42
BEECHAM	1	70	0.17	11.59
BEEFLAND	1	71	0.17	11.75
BELDEN ASC	1	72	0.17	11.92
BG&CO CPA	1	73	0.17	12.09
BIG SPLASH	1	74	0.17	12.25
BIO LAB IN	1	75	0.17	12.42
BLOCK & CO	1	76	0.17	12.58
BLUE CROSS	4	80	0.66	13.25
BOETTCHER	1	81	0.17	13.41
BOLTPAK	1	82	0.17	13.58
BORDER FUE	1	83	0.17	13.74
BRISTOLMYR	1	84	0.17	13.91
BRKNARO HS	1	85	0.17	14.07
BROENGR	1	86	0.17	14.24
BROWN & FO	1	87	0.17	14.40
BROWN SHOE	1	88	0.17	14.57
BUCKLEY EN	1	89	0.17	14.74
BURNETTMED	1	90	0.17	14.90
BUTCHWALKE	1	91	0.17	15.07
CALGAS	1	92	0.17	15.23
CALGONVEST	1	93	0.17	15.40
CANON USA	1	94	0.17	15.56
CAREED	1	95	0.17	15.73
CARGILL	1	96	0.17	15.89
CAROLE LIT	1	97	0.17	16.06
CASEDUNLAP	1	98	0.17	16.23
CATOOSA PS	1	99	0.17	16.39
CDTUNION	1	100	0.17	16.56
CENSUSBURU	1	101	0.17	16.72
CENDEL	1	102	0.17	16.89
CENTER TIN	1	103	0.17	17.05
CENTRAL TR	1	104	0.17	17.22
CESSNA AIR	1	105	0.17	17.38
CF AIRFREI	1	106	0.17	17.55
CHESAPEAKE	1	107	0.17	17.72
CHEVRON	2	109	0.33	18.05
CHILDRENSP	1	110	0.17	18.21
CHIQUITA	1	111	0.17	18.38
CHMCHN WKS	1	112	0.17	18.54
CHURCH	1	113	0.17	18.71
CHURCHILL	1	114	0.17	18.87
CHURCHNWAY	1	115	0.17	19.04
CIS TECH	1	116	0.17	19.21
CITY OF OK	1	117	0.17	19.37
CLARION	1	118	0.17	19.54
CLAYDESTA	1	119	0.17	19.70
CLCRSCH	1	120	0.17	19.87
CLEECOOK	1	121	0.17	20.03
CMRCRLBNK	1	122	0.17	20.20
COCA COLA	1	123	0.17	20.36
COLLINS	1	124	0.17	20.53
COMPAQ	1	125	0.17	20.70
COMPUTLAND	1	126	0.17	20.86
COMRCLBANK	1	127	0.17	21.03
CONN MUTUA	1	128	0.17	21.19

CONOCO	4	132	0.66	21.85
CONSOLDINS	1	133	0.17	22.02
CONSPECKMT	1	134	0.17	22.19
CONT FED S	1	135	0.17	22.35
CONTINENTL	1	136	0.17	22.52
COOPER MD	1	137	0.17	22.68
COXCABLE	1	138	0.17	22.85
CRANTHONYS	1	139	0.17	23.01
CRAWFORD	1	140	0.17	23.18
CRDT UNION	2	142	0.33	23.51
CRDTUNION	2	144	0.33	23.84
CRGIBSON	1	145	0.17	24.01
CROW PUB	1	146	0.17	24.17
CTY LEWISV	1	147	0.17	24.34
CTYSCOTDL	1	148	0.17	24.50
CULLEN FR	1	149	0.17	24.67
CUSTOM ONE	1	150	0.17	24.83
DART CNTR	1	151	0.17	25.00
DBLANTON	1	152	0.17	25.17
DC TANNER	1	153	0.17	25.33
DELTA AIR	1	154	0.17	25.50
DIGITAL	1	155	0.17	25.66
DIGITAL EQ	1	156	0.17	25.83
DIGITALEQT	1	157	0.17	25.99
DILLARDS	4	161	0.66	26.66
DOLCO PKG	1	162	0.17	26.82
DOW CHEMIC	1	163	0.17	26.99
DOW HICKMA	1	164	0.17	27.15
DPTENERGY	1	165	0.17	27.32
DUN BRADS	1	166	0.17	27.48
DUNCAN PS	1	167	0.17	27.65
E KODAK	1	168	0.17	27.81
EAGLE	1	169	0.17	27.98
EASTERNSB	1	170	0.17	28.15
ECHELON	1	171	0.17	28.31
EDS	2	173	0.33	28.64
ELEC INSUL	1	174	0.17	28.81
ELI LILLY	1	175	0.17	28.97
ELSTONSFLW	1	176	0.17	29.14
ENERGY IND	1	177	0.17	29.30
ENHANCENT	1	178	0.17	29.47
ENID HOME	1	179	0.17	29.64
ENTERPRISE	1	180	0.17	29.80
ESKR HONDA	1	181	0.17	29.97
EVANS CORP	1	182	0.17	30.13
EWOOD & AS	1	183	0.17	30.30
EXXON	1	184	0.17	30.46
FACET ENT	1	185	0.17	30.63
FARMCRTBK	1	186	0.17	30.79
FARMERS IN	3	189	0.50	31.29
FE BRADLEY	1	190	0.17	31.46
FEDLANDBNK	1	191	0.17	31.62
FERGUSON	1	192	0.17	31.79
FERGUSONEN	1	193	0.17	31.95
FID UNION	1	194	0.17	32.12
FIDELTY IN	1	195	0.17	32.28
FIDELTYFED	1	196	0.17	32.45
FINANCESVC	1	197	0.17	32.62
FIRESTONE	1	198	0.17	32.78
FISHERMEDI	1	199	0.17	32.95

FJ LINCOLN	1	200	0.17	33.11
FLEET RE	1	201	0.17	33.28
FLIART PC	1	202	0.17	33.44
FNB	1	203	0.17	33.61
FOJOMAILOR	1	204	0.17	33.77
FOLEYS	2	206	0.33	34.11
FOOTJOY	1	207	0.17	34.27
FORD	1	208	0.17	34.44
FORDMOTOR	1	209	0.17	34.60
FOSTER TRS	1	210	0.17	34.77
FRDSAVBANK	1	211	0.17	34.93
FRMRS INS	1	212	0.17	35.10
FRMRSINS	1	213	0.17	35.26
FTWORTH	1	214	0.17	35.43
FUNDERBURK	1	215	0.17	35.60
G&G MUSIC	1	216	0.17	35.76
GANT CORP	1	217	0.17	35.93
GATES MCD	1	218	0.17	36.09
GCCRDT ASS	1	219	0.17	36.26
GEN MILLS	1	220	0.17	36.42
GILBARCO	1	221	0.17	36.59
GITNGO	1	222	0.17	36.75
GMCELROYAS	1	223	0.17	36.92
GOODYEAR	1	224	0.17	37.09
GRACECHURC	1	225	0.17	37.25
GRANT OIL	1	226	0.17	37.42
GRAPHTECH	1	227	0.17	37.58
GREENS CC	1	228	0.17	37.75
GREENWOOD	1	229	0.17	37.91
GREYHOUND	1	230	0.17	38.08
GRPHC ELEC	1	231	0.17	38.25
GRPHCSUNIV	1	232	0.17	38.41
GRWESTLIFE	1	233	0.17	38.58
GTE DIR	1	234	0.17	38.74
GUARDIAN	1	235	0.17	38.91
HALEHALSEL	1	236	0.17	39.07
HALL & HAL	1	237	0.17	39.24
HALLMARK	1	238	0.17	39.40
HANOVER	1	239	0.17	39.57
HARE-HALSE	1	240	0.17	39.74
HARRIS CTY	1	241	0.17	39.90
HARTFORDIN	1	242	0.17	40.07
HARTMAN	1	243	0.17	40.23
HEALTHINS	1	244	0.17	40.40
HEHGGN	1	245	0.17	40.56
HERITGHOUS	1	246	0.17	40.73
HERSHEY	1	247	0.17	40.89
HERTZ	2	249	0.33	41.23
HEWLITT	1	250	0.17	41.39
HILTI	1	251	0.17	41.56
HITCHCOCK	1	252	0.17	41.72
HOLD OIL	1	253	0.17	41.89
HOOLEN OIL	1	254	0.17	42.05
HOPKINS GM	1	255	0.17	42.22
HOSP CORP	1	256	0.17	42.38
HOUSTON EN	1	257	0.17	42.55
HOUSTON LU	1	258	0.17	42.72
HTB ARCH	1	259	0.17	42.88
IDS	1	260	0.17	43.05
IMODELAVAL	1	261	0.17	43.21

INAMERICA	1	262	0.17	43.38
IND MKTG	1	263	0.17	43.54
INDPT CONT	1	264	0.17	43.71
INDPT INS	1	265	0.17	43.87
INNOVATVMK	1	266	0.17	44.04
INSAUTOSVC	1	267	0.17	44.21
INTRACORP	1	268	0.17	44.37
IRS	1	269	0.17	44.54
ITT	2	271	0.33	44.87
IVC FLOSHP	1	272	0.17	45.03
JA GIESECK	1	273	0.17	45.20
JANSSEN	1	274	0.17	45.36
JC PENNEY	3	277	0.50	45.86
JCPENNEY	4	281	0.66	46.52
JDEDWARDS	1	282	0.17	46.69
JH HARLAND	1	283	0.17	46.85
JOHN DEERE	1	284	0.17	47.02
JOHNSON BL	1	285	0.17	47.19
JOHNSONGRP	1	286	0.17	47.35
JOHNSONINS	1	287	0.17	47.52
JOSTENS	1	288	0.17	47.68
K MART	1	289	0.17	47.85
KAISER OIL	1	290	0.17	48.01
KEESLER AF	1	291	0.17	48.18
KELLOGG	1	292	0.17	48.34
KOCH	3	295	0.50	48.84
KODAK	1	296	0.17	49.01
KRMG RADIO	1	297	0.17	49.17
KVIL RADIO	1	298	0.17	49.34
KW&W	1	299	0.17	49.50
KWTV	1	300	0.17	49.67
LACROSS	1	301	0.17	49.83
LEMMONPOTY	1	302	0.17	50.00
LESLIEPOOL	1	303	0.17	50.17
LIB MUT IN	1	304	0.17	50.33
LIBERTYNAT	1	305	0.17	50.50
LIBNALBANK	1	306	0.17	50.66
LINEARFILM	1	307	0.17	50.83
LMTDEXPRES	1	308	0.17	50.99
LOCK-DOC	1	309	0.17	51.16
LOMAS FINC	1	310	0.17	51.32
LORI	2	312	0.33	51.66
LOVEBOX CO	1	313	0.17	51.82
LUFKININD	1	314	0.17	51.99
M BANK	1	315	0.17	52.15
MADISON	1	316	0.17	52.32
MAGFACEONS	1	317	0.17	52.48
MAISNBLNCH	1	318	0.17	52.65
MAISONBLAN	1	319	0.17	52.81
MAISONBLCH	1	320	0.17	52.98
MANPOWER	1	321	0.17	53.15
MARION LAB	1	322	0.17	53.31
MARKVDISTR	1	323	0.17	53.48
MARSH & MC	1	324	0.17	53.64
MBANKCPTL	1	325	0.17	53.81
MBOXREALTY	1	326	0.17	53.97
MBR&H LAW	1	327	0.17	54.14
MCDDOUGLAS	1	328	0.17	54.30
MCDOUGLAS	1	329	0.17	54.47
MCELROY MF	1	330	0.17	54.64

MCI	1	331	0.17	54.80
MDASSOC	1	332	0.17	54.97
MEMCO	1	333	0.17	55.13
MEMOREX TE	2	335	0.33	55.46
MEMOREX TL	1	336	0.17	55.63
MEMOREY TE	1	337	0.17	55.79
MERCK	1	338	0.17	55.96
MERICO INC	1	339	0.17	56.13
MERRYNS	1	340	0.17	56.29
MERVYNS	6	346	0.99	57.28
MET LIFE	1	347	0.17	57.45
METAL DYNA	1	348	0.17	57.62
METHODIST	1	349	0.17	57.78
METRO BANK	1	350	0.17	57.95
MG&E	1	351	0.17	58.11
MGMTSEARCH	1	352	0.17	58.28
MGTRECRUIT	1	353	0.17	58.44
MICROCOM	1	354	0.17	58.61
MILESINC	2	356	0.33	58.94
MLYNCH	1	357	0.17	59.11
MOBIL	1	358	0.17	59.27
MOBIL OIL	1	359	0.17	59.44
MOORE BU	1	360	0.17	59.60
MORTONBLDG	1	361	0.17	59.77
MOTOROLA	1	362	0.17	59.93
MPSI	2	364	0.33	60.26
MVC&PHILLI	1	365	0.17	60.43
N TRUST BK	1	366	0.17	60.60
NAGEL MFG	1	367	0.17	60.76
NALCOCHMCL	1	368	0.17	60.93
NAS	1	369	0.17	61.09
NAWCOMNINC	1	370	0.17	61.26
NCRA	1	371	0.17	61.42
NRCORP	1	372	0.17	61.59
NILUNIV	1	373	0.17	61.75
NORDAMN	1	374	0.17	61.92
NORDSTRUMS	1	375	0.17	62.09
NORRIS SUC	1	376	0.17	62.25
NORTHROP	1	377	0.17	62.42
NR&FCPAS	1	378	0.17	62.58
NTLPROP&DV	1	379	0.17	62.75
NWMUT LIFE	1	380	0.17	62.91
NY LIFE IN	1	381	0.17	63.08
OAKTREE MT	1	382	0.17	63.25
OCCIDENTAL	1	383	0.17	63.41
OG&E	1	384	0.17	63.58
OGCI	1	385	0.17	63.74
OHANINC	1	386	0.17	63.91
OIL DYNAMI	1	387	0.17	64.07
OK BANK	1	388	0.17	64.24
OK HONDA	1	389	0.17	64.40
OK PATHOLG	1	390	0.17	64.57
OKCOOPEXT	1	391	0.17	64.74
OKDISTCRTS	1	392	0.17	64.90
OKPUBLISHG	1	393	0.17	65.07
OLDHAM OIL	1	394	0.17	65.23
OMNIPROP	1	395	0.17	65.40
ORIAN RUGS	1	396	0.17	65.56
OSCARMAYER	1	397	0.17	65.73
OSU	1	398	0.17	65.89

OSU ATH DE	1	399	0.17	66.06
OSUATHLETC	1	400	0.17	66.23
OSYUSA	1	401	0.17	66.39
OTIS ELEV	1	402	0.17	66.56
OU	1	403	0.17	66.72
OXY USA	1	404	0.17	66.89
PAMCO	1	405	0.17	67.05
PDMONT AIR	1	406	0.17	67.22
PELLA WIND	1	407	0.17	67.38
PETERBILT	1	408	0.17	67.55
PHARMACIA	1	409	0.17	67.72
PHILLIPS	5	414	0.83	68.54
PIERCE CAC	1	415	0.17	68.71
PITNEY BOW	2	417	0.33	69.04
PITNEYBOWE	1	418	0.17	69.21
PLANTERS	1	419	0.17	69.37
POLLOCK	1	420	0.17	69.54
POPEYES	1	421	0.17	69.70
POSTALSRVC	1	422	0.17	69.87
PPG IND	1	423	0.17	70.03
PRES INAUG	1	424	0.17	70.20
PRESTIGE C	1	425	0.17	70.36
PRUDENTIAL	1	426	0.17	70.53
PRUDENTRAT	1	427	0.17	70.70
PSO	1	428	0.17	70.86
QUIKTRIP	1	429	0.17	71.03
RADIOMTRAM	1	430	0.17	71.19
RAINEY & B	1	431	0.17	71.36
REAL ESTAT	1	432	0.17	71.52
RECORDEXCH	1	433	0.17	71.69
RED MAN	1	434	0.17	71.85
RENTACAR	1	435	0.17	72.02
RHEAINC	1	436	0.17	72.19
RHEEM	2	438	0.33	72.52
RIDGLENBAP	1	439	0.17	72.68
RIV CTY RE	1	440	0.17	72.85
RIVERHILL	1	441	0.17	73.01
RJ REYNOLD	1	442	0.17	73.18
ROBINSON O	1	443	0.17	73.34
ROLLINS LS	1	444	0.17	73.51
RUBBERMAID	1	445	0.17	73.68
RUNKLE MOR	1	446	0.17	73.84
RUSSPHARM	1	447	0.17	74.01
SABRE RLTY	1	448	0.17	74.17
SANDIA	1	449	0.17	74.34
SANDOZPHAR	1	450	0.17	74.50
SANTA FE M	1	451	0.17	74.67
SANWABANK	1	452	0.17	74.83
SEARS	3	455	0.50	75.33
SELF EMP	4	459	0.66	75.99
SELF EMPLO	18	477	2.98	78.97
SELFEMPLOY	24	501	3.97	82.95
SHELL	1	502	0.17	83.11
SHELL OIL	1	503	0.17	83.28
SHELTER IN	2	505	0.33	83.61
SHERWIN WM	1	506	0.17	83.77
SHERWINWLM	1	507	0.17	83.94
SIGNADV	1	508	0.17	84.11
SILVEYMD	1	509	0.17	84.27
SINCLAIR	1	510	0.17	84.44

SKAGGS	1	511	0.17	84.60
SKFLABS	1	512	0.17	84.77
SLOBIRD	1	513	0.17	84.93
SMALL PLUM	1	514	0.17	85.10
SMI	1	515	0.17	85.26
SMITH BARN	1	516	0.17	85.43
SMITHBRNEY	1	517	0.17	85.60
SNB	1	518	0.17	85.76
SOONER PIP	1	519	0.17	85.93
SOONERFED	1	520	0.17	86.09
SOUTH BELL	1	521	0.17	86.26
SOUTHLAND	1	522	0.17	86.42
SOUTHMARK	1	523	0.17	86.59
SPECIFIEDI	1	524	0.17	86.75
ST FED S&L	1	525	0.17	86.92
STANDRDREG	1	526	0.17	87.09
STATEVOTEC	1	527	0.17	87.25
STD CONCRE	1	528	0.17	87.42
STEINMART	1	529	0.17	87.58
STONE CNTR	1	530	0.17	87.75
STW POLICE	1	531	0.17	87.91
STWPUBLISH	1	532	0.17	88.08
SUN FINAN	1	533	0.17	88.25
SUN GLASS	1	534	0.17	88.41
SUN OIL	1	535	0.17	88.58
SUNFINC	1	536	0.17	88.74
SVC TECH	1	537	0.17	88.91
SW BELL	2	539	0.33	89.24
SWBELL	1	540	0.17	89.40
SWS&L	1	541	0.17	89.57
SWTUBSMFG	1	542	0.17	89.74
TACO BELL	1	543	0.17	89.90
TACO BUENO	1	544	0.17	90.07
TEACHER	1	545	0.17	90.23
TELEDYNE	1	546	0.17	90.40
TELEX	1	547	0.17	90.56
TERRATELEC	1	548	0.17	90.73
TEXACO	2	550	0.33	91.06
THE AGENCY	1	551	0.17	91.23
THE GAP	1	552	0.17	91.39
THEGAP	1	553	0.17	91.56
TI	2	555	0.33	91.89
TIMEX	1	556	0.17	92.05
TINKER AFB	1	557	0.17	92.22
TMPLCHRSTS	1	558	0.17	92.38
TOMBROWN	1	559	0.17	92.55
TOT TENNIS	1	560	0.17	92.72
TOYOTA	1	561	0.17	92.88
TREASURYDP	2	563	0.33	93.21
TREMCO	1	564	0.17	93.38
TRUMPPLAZA	1	565	0.17	93.54
TU CTY DA	1	566	0.17	93.71
TULSAUNIV	1	567	0.17	93.87
TULSAUTHO	1	568	0.17	94.04
TUSAILCRFT	1	569	0.17	94.21
TX CR UNIO	1	570	0.17	94.37
UN TEX PET	1	571	0.17	94.54
UNISYS	2	573	0.33	94.87
UNITED LP	1	574	0.17	95.03
UNITEDENGN	1	575	0.17	95.20

UNITEDTECH	1	576	0.17	95.36
UNITEDVIDE	1	577	0.17	95.53
UNIV CAL	1	578	0.17	95.70
US AIR FOR	1	579	0.17	95.86
US GOVT	1	580	0.17	96.03
VITALSIGNS	1	581	0.17	96.19
VOL HOSP	1	582	0.17	96.36
VOSS ELEC	1	583	0.17	96.52
WALD & CMP	1	584	0.17	96.69
WALMART	4	588	0.66	97.35
WANGLABS	1	589	0.17	97.52
WARDMERRIK	1	590	0.17	97.68
WC BOREN	1	591	0.17	97.85
WE WHITE	1	592	0.17	98.01
WELTTECH	1	593	0.17	98.18
WESTERNMDS	1	594	0.17	98.34
WESTSTARBK	1	595	0.17	98.51
WILBURSMIT	1	596	0.17	98.68
WILLIAMS	1	597	0.17	98.84
WME DAVIS	1	598	0.17	99.01
WOODWARDS	1	599	0.17	99.17
WORDEXCORP	1	600	0.17	99.34
WYETHLABS	1	601	0.17	99.50
WYNDHAM HO	1	602	0.17	99.67
XEROX	2	604	0.33	100.00

Variable = TITLE; Occupational Title

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
	86			
ACCNT	1	1	0.16	0.16
ACCT EXE	7	8	1.14	1.30
ACCT MGR	4	12	0.65	1.95
ACCT REP	5	17	0.81	2.76
ACCTEXEC	2	19	0.32	3.08
ACCTGMGR	1	20	0.16	3.25
ACCTMGR	1	21	0.16	3.41
ACCTREP	1	22	0.16	3.57
ACMKTOFC	1	23	0.16	3.73
ACNTANT	1	24	0.16	3.90
ACT COOR	1	25	0.16	4.06
ACT EXEC	2	27	0.32	4.38
ACT MGR	1	28	0.16	4.55
ACTCOOR	1	29	0.16	4.71
ACTCOORD	1	30	0.16	4.87
ACTG MGR	1	31	0.16	5.03
ACTMGR	1	32	0.16	5.19
ACTREP	1	33	0.16	5.36
ADLTTRNG	1	34	0.16	5.52
ADM ANAL	1	35	0.16	5.68
ADMASCT	1	36	0.16	5.84
ADMINASS	1	37	0.16	6.01
ADMN	1	38	0.16	6.17
ADMNASST	1	39	0.16	6.33
ADMNSUPV	1	40	0.16	6.49
AGENT	2	42	0.32	6.82
AIR MTG	1	43	0.16	6.98
AN BUSY	1	44	0.16	7.14
ANALYST	1	45	0.16	7.31
APPL MGR	1	46	0.16	7.47

APRAISOR	1	47	0.16	7.63
AREA MGR	4	51	0.65	8.28
AREAMGR	6	57	0.97	9.25
AREASPVR	1	58	0.16	9.42
ASCVP	1	59	0.16	9.58
ASR	1	60	0.16	9.74
ASSOC	1	61	0.16	9.90
ASST MGR	2	63	0.32	10.23
ASST VP	3	66	0.49	10.71
ASSTMGR	2	68	0.32	11.04
ASSTPROF	1	69	0.16	11.20
AST PROF	1	70	0.16	11.36
ASTDPMGR	1	71	0.16	11.53
ASTEDTOR	1	72	0.16	11.69
ASTMGR	3	75	0.49	12.18
ASTORMGR	1	76	0.16	12.34
ATTONEY	1	77	0.16	12.50
ATTORNEY	13	90	2.11	14.61
AUTHOR	1	91	0.16	14.77
BANKEKAM	2	93	0.32	15.10
BDGTCLK	1	94	0.16	15.26
BDGTMGR	1	95	0.16	15.42
BLDGINSR	1	96	0.16	15.58
BOOK KPR	1	97	0.16	15.75
BOSS	1	98	0.16	15.91
BRCH MGR	1	99	0.16	16.07
BRNCHMGR	1	100	0.16	16.23
BRND MGR	1	101	0.16	16.40
BROKER	2	103	0.32	16.72
BURELAT	1	104	0.16	16.88
BUYER	4	108	0.65	17.53
BUYER TR	1	109	0.16	17.69
CAPTAIN	2	111	0.32	18.02
CARRIER	1	112	0.16	18.18
CASANLYS	1	113	0.16	18.34
CHAIRCEO	1	114	0.16	18.51
CHAIRMAN	1	115	0.16	18.67
CHF EXER	1	116	0.16	18.83
CHFFINOF	1	117	0.16	18.99
CLAIM AD	1	118	0.16	19.16
CLAIM RE	1	119	0.16	19.32
CLAIMREP	2	121	0.32	19.64
CLIENT R	1	122	0.16	19.81
CMPPAYRL	1	123	0.16	19.97
CMPT SUP	1	124	0.16	20.13
CNSLT	1	125	0.16	20.29
CNTLADMN	1	126	0.16	20.45
CNTLSUPV	1	127	0.16	20.62
CNTRCSPL	1	128	0.16	20.78
CNTRL AN	1	129	0.16	20.94
COB	1	130	0.16	21.10
COLMGR	1	131	0.16	21.27
COMM OPE	1	132	0.16	21.43
COMMANDR	1	133	0.16	21.59
COMMANYS	1	134	0.16	21.75
COMP OP	1	135	0.16	21.92
CONTROLL	2	137	0.32	22.24
COR COM	1	138	0.16	22.40
COSTSIVR	1	139	0.16	22.56
COUNSELR	1	140	0.16	22.73

CPA	2	142	0.32	23.05
CRDTEXEC	1	143	0.16	23.21
CRDTMGR	1	144	0.16	23.38
CRIM RES	1	145	0.16	23.54
CS COORD	1	146	0.16	23.70
CS MGR	1	147	0.16	23.86
CSREP	1	148	0.16	24.03
CUACT RE	1	149	0.16	24.19
CUST SAL	1	150	0.16	24.35
DATA PRO	1	151	0.16	24.51
DATAANAL	1	152	0.16	24.68
DAYCARE	1	153	0.16	24.84
DBCNSH	1	154	0.16	25.00
DEPT MGR	2	156	0.32	25.32
DESIGNER	1	157	0.16	25.49
DIR CORP	1	158	0.16	25.65
DIR FINC	1	159	0.16	25.81
DIR MGR	1	160	0.16	25.97
DIR MKTG	3	163	0.49	26.46
DIR TELE	1	164	0.16	26.62
DIRMKTG	1	165	0.16	26.79
DIRSALES	1	166	0.16	26.95
DIS MGR	2	168	0.32	27.27
DIST MGR	3	171	0.49	27.76
DISTJUDGE	1	172	0.16	27.92
DISTMGR	1	173	0.16	28.08
DISTR	1	174	0.16	28.25
DIV MGR	1	175	0.16	28.41
DIVSUPV	1	176	0.16	28.57
DSTR MGR	1	177	0.16	28.73
DVPTMGR	1	178	0.16	28.90
ELECTECH	1	179	0.16	29.06
EQPT OP	1	180	0.16	29.22
EXEC ASS	1	181	0.16	29.38
EXEC SEC	1	182	0.16	29.55
EXEC VP	3	185	0.49	30.03
EXECVP	1	186	0.16	30.19
FIELD RE	1	187	0.16	30.36
FIELDREP	1	188	0.16	30.52
FINCADVR	1	189	0.16	30.68
FINCANA	1	190	0.16	30.84
FINCANAL	1	191	0.16	31.01
FINCEREP	1	192	0.16	31.17
PINOFGR	1	193	0.16	31.33
FLT ATTE	1	194	0.16	31.49
FLTATTEN	1	195	0.16	31.66
FOOD MGR	1	196	0.16	31.82
GEN PART	1	197	0.16	31.98
GENMGR	1	198	0.16	32.14
GM	1	199	0.16	32.31
GM/PART	1	200	0.16	32.47
GM/VP	1	201	0.16	32.63
GOLF COC	1	202	0.16	32.79
GOLF PRO	2	204	0.32	33.12
HOSPSALE	1	205	0.16	33.28
HOUS MGR	1	206	0.16	33.44
HRSTAST	1	207	0.16	33.60
IMEDPHYS	1	208	0.16	33.77
INDBROKR	1	209	0.16	33.93
INS AGEN	1	210	0.16	34.09

INS AGNT	2	212	0.32	34.42
INSAGENT	1	213	0.16	34.58
INSAGNT	2	215	0.32	34.90
INTL SUP	1	216	0.16	35.06
INV CNTR	1	217	0.16	35.23
INV EXEC	1	218	0.16	35.39
INV OFCR	1	219	0.16	35.55
INVCNTL	1	220	0.16	35.71
KTGTRNE	1	221	0.16	35.88
L&C SUPV	1	222	0.16	36.04
LAND ADV	1	223	0.16	36.20
LANDANAL	1	224	0.16	36.36
LANDMAN	2	226	0.32	36.69
LEASE MG	1	227	0.16	36.85
LEASEAGT	1	228	0.16	37.01
LEGALDAT	1	229	0.16	37.18
LOAN OFC	1	230	0.16	37.34
LOANOFCC	1	231	0.16	37.50
LOG MGMT	1	232	0.16	37.66
LSG SPEC	1	233	0.16	37.82
MAILCARR	1	234	0.16	37.99
MATHTCH	1	235	0.16	38.15
MATHTCHR	1	236	0.16	38.31
MDSEMGR	3	239	0.49	38.80
MDSER	1	240	0.16	38.96
MEDIA PL	1	241	0.16	39.12
MFG REP	1	242	0.16	39.29
MGMT TRN	1	243	0.16	39.45
MGMTASST	1	244	0.16	39.61
MGMTRAIN	1	245	0.16	39.77
MGMTTRNE	1	246	0.16	39.94
MGR	8	254	1.30	41.23
MGR MKTG	2	256	0.32	41.56
MGR PRES	1	257	0.16	41.72
MGRSALES	1	258	0.16	41.88
MGRSUPPLY	1	259	0.16	42.05
MGRTRAIN	1	260	0.16	42.21
MKTANAL	1	261	0.16	42.37
MKTCNSLT	1	262	0.16	42.53
MKTG ANA	1	263	0.16	42.69
MKTG AST	1	264	0.16	42.86
MKTG CRD	1	265	0.16	43.02
MKTG MGR	1	266	0.16	43.18
MKTG OFC	1	267	0.16	43.34
MKTG REP	2	269	0.32	43.67
MKTG SUP	1	270	0.16	43.83
MKTGASCT	1	271	0.16	43.99
MKTGASST	1	272	0.16	44.16
MKTGCOOR	3	275	0.49	44.64
MKTGCORD	1	276	0.16	44.81
MKTGDIR	2	278	0.32	45.13
MKTGEDTC	1	279	0.16	45.29
MKTGMGR	4	283	0.65	45.94
MKTGPROG	1	284	0.16	46.10
MKTGREP	4	288	0.65	46.75
MNCPCNSL	1	289	0.16	46.92
MNGR	8	297	1.30	48.21
MRG DO	1	298	0.16	48.38
MRKTREP	1	299	0.16	48.54
MRKTSPEC	1	300	0.16	48.70

OCCAUTOS	1	301	0.16	48.86
OFC MGR	4	305	0.65	49.51
OFCMGR	3	308	0.49	50.00
OP MGR	2	310	0.32	50.32
OPFOREMN	1	311	0.16	50.49
OPMGR	1	312	0.16	50.65
ORAL SUR	1	313	0.16	50.81
OWN	1	314	0.16	50.97
OWN PRES	1	315	0.16	51.14
OWN/MGR	1	316	0.16	51.30
OWN/PRES	2	318	0.32	51.62
OWN/SIS	1	319	0.16	51.79
OWNER	11	330	1.79	53.57
PARTNER	1	331	0.16	53.73
PASTOR	2	333	0.32	54.06
PAYROLL	1	334	0.16	54.22
PER MGR	1	335	0.16	54.38
PHYSICIA	1	336	0.16	54.55
PILOT	1	337	0.16	54.71
PR CNSLT	1	338	0.16	54.87
PRES	18	356	2.92	57.79
PRES/CEO	3	359	0.49	58.28
PRESMKTG	1	360	0.16	58.44
PRGMCOOR	1	361	0.16	58.60
PRICEMGR	1	362	0.16	58.77
PRINCIPL	1	363	0.16	58.93
PROCURAN	1	364	0.16	59.09
PROD DVP	1	365	0.16	59.25
PROD MGR	1	366	0.16	59.42
PRODCOOR	1	367	0.16	59.58
PRODMDSE	1	368	0.16	59.74
PRODMGR	1	369	0.16	59.90
PRODOFC	1	370	0.16	60.06
PRODRSCH	1	371	0.16	60.23
PRODSUPV	1	372	0.16	60.39
PRODUCER	1	373	0.16	60.55
PROG MGR	2	375	0.32	60.88
PROGRAMR	1	376	0.16	61.04
PROJ COO	1	377	0.16	61.20
PROJCOOR	1	378	0.16	61.36
PROJENGR	1	379	0.16	61.53
PROJLDR	1	380	0.16	61.69
PROJSECR	1	381	0.16	61.85
PROMO MG	1	382	0.16	62.01
PROPMGR	1	383	0.16	62.18
PROPMTG	1	384	0.16	62.34
PRPLMGR	1	385	0.16	62.50
PUB SPEC	1	386	0.16	62.66
PUBCNSTLT	1	387	0.16	62.82
PUBLISHR	1	388	0.16	62.99
PUR REP	1	389	0.16	63.15
PURAGT	1	390	0.16	63.31
PURCH AN	1	391	0.16	63.47
PURCH MD	1	392	0.16	63.64
RE APPRA	1	393	0.16	63.80
REALTOR	1	394	0.16	63.96
REBROKER	2	396	0.32	64.29
REC CLRK	1	397	0.16	64.45
RECP	1	398	0.16	64.61
REG DIR	2	400	0.32	64.94

REG MGR	1	401	0.16	65.10
REG S MG	1	402	0.16	65.26
REGASST	1	403	0.16	65.42
REGDIR	1	404	0.16	65.58
REGOPMG	1	405	0.16	65.75
RELOANOF	1	406	0.16	65.91
RES ASC	1	407	0.16	66.07
RESANAL	1	408	0.16	66.23
RESTOWN	1	409	0.16	66.40
RETIRE	1	410	0.16	66.56
RETMGR	1	411	0.16	66.72
RGLTRAIN	1	412	0.16	66.88
RGNL DIR	1	413	0.16	67.05
RGST REP	1	414	0.16	67.21
RN	1	415	0.16	67.37
SALE MGR	2	417	0.32	67.69
SALE REP	3	420	0.49	68.18
SALE TRE	1	421	0.16	68.34
SALECLRK	1	422	0.16	68.51
SALES	5	427	0.81	69.32
SALES AG	1	428	0.16	69.48
SALES EN	1	429	0.16	69.64
SALES MG	7	436	1.14	70.78
SALES RE	5	441	0.81	71.59
SALES SU	1	442	0.16	71.75
SALESADM	1	443	0.16	71.92
SALESASC	1	444	0.16	72.08
SALESASS	1	445	0.16	72.24
SALESCLK	1	446	0.16	72.40
SALESCNS	1	447	0.16	72.56
SALESEXE	1	448	0.16	72.73
SALESMAN	8	456	1.30	74.03
SALESMGR	20	476	3.25	77.27
SALESREP	44	520	7.14	84.42
SECR	2	522	0.32	84.74
SMTSA	1	523	0.16	84.90
SPEC AGN	1	524	0.16	85.06
SPSPVR	1	525	0.16	85.23
SPV/PUR	1	526	0.16	85.39
SPVSR	1	527	0.16	85.55
SR ANAL	1	528	0.16	85.71
SR VP	2	530	0.32	86.04
SRACTREP	1	531	0.16	86.20
SRACTSUP	1	532	0.16	86.36
SRCLAIMS	1	533	0.16	86.53
SRCONSLT	1	534	0.16	86.69
SRECON	1	535	0.16	86.85
SRFINANA	1	536	0.16	87.01
SRVC MGR	1	537	0.16	87.18
SRVCTECH	1	538	0.16	87.34
SRVP	1	539	0.16	87.50
SRVPMKTG	2	541	0.32	87.82
STACCNT	1	542	0.16	87.99
STAF ACC	1	543	0.16	88.15
STAFFACT	1	544	0.16	88.31
STAT RES	1	545	0.16	88.47
STATISTN	1	546	0.16	88.64
STFCNSLT	1	547	0.16	88.80
STORE MG	1	548	0.16	88.96
STOREMGR	4	552	0.65	89.61

STORESPV	1	553	0.16	89.77
STRMGR	1	554	0.16	89.94
STUDENT	13	567	2.11	92.05
STUDNET	1	568	0.16	92.21
SUPV PUR	1	569	0.16	92.37
SUPVR	1	570	0.16	92.53
SYSENGR	1	571	0.16	92.69
TAX TECH	1	572	0.16	92.86
TAXACCTN	1	573	0.16	93.02
TAXCNSLT	1	574	0.16	93.18
TAXCOLCO	1	575	0.16	93.34
TEACHER	2	577	0.32	93.67
TECHTRAN	1	578	0.16	93.83
TELEMGR	1	579	0.16	93.99
TELLER	2	581	0.32	94.32
TENNIS P	1	582	0.16	94.48
TERR MAR	1	583	0.16	94.64
TERR MGR	1	584	0.16	94.81
TERRMGR	1	585	0.16	94.97
TLRSUPV	1	586	0.16	95.13
TRAINER	1	587	0.16	95.29
TREASURE	1	588	0.16	95.45
TRFC MGM	1	589	0.16	95.62
TRMNL MG	1	590	0.16	95.78
UNIT MGR	1	591	0.16	95.94
UNITMGR	1	592	0.16	96.10
UP	1	593	0.16	96.27
V PLN AD	1	594	0.16	96.43
VOLUNTEE	1	595	0.16	96.59
VP	8	603	1.30	97.89
VP CS	1	604	0.16	98.05
VP LAND	1	605	0.16	98.21
VP SALES	2	607	0.32	98.54
VP SOUTH	1	608	0.16	98.70
VP SUPPL	1	609	0.16	98.86
VP/GM	2	611	0.32	99.19
VP/MGR	1	612	0.16	99.35
VPLOANOF	1	613	0.16	99.51
VPSALES	1	614	0.16	99.68
YTHMINST	1	615	0.16	99.84
ZONEMGR	1	616	0.16	100.00

Variable = UNEMP; No Employer Status

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	587			
1	49	49	42.61	42.61
2	11	60	9.57	52.17
3	25	85	21.74	73.91
4	28	113	24.35	98.26
5	1	114	0.87	99.13
7	1	115	0.87	100.00

Variable = TYPE; Type of Business

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
.	100			
1	31	31	5.15	5.15
2	92	123	15.28	20.43
3	72	195	11.96	32.39
4	19	214	3.16	35.55
5	9	223	1.50	37.04
6	30	253	4.98	42.03
7	121	374	20.10	62.13
8	18	392	2.99	65.12
9	41	433	6.81	71.93
10	14	447	2.33	74.25
11	65	512	10.80	85.05
12	4	516	0.66	85.71
13	86	602	14.29	100.00

Variable = YRS1; Years of First Job

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	44	44	6.27	6.27
1	206	250	29.34	35.61
2	151	401	21.51	57.12
3	79	480	11.25	68.38
4	42	522	5.98	74.36
5	44	566	6.27	80.63
6	27	593	3.85	84.47
7	14	607	1.99	86.47
8	18	625	2.56	89.03
9	19	644	2.71	91.74
10	9	653	1.28	93.02
11	4	657	0.57	93.59
12	5	662	0.71	94.30
13	3	665	0.43	94.73
14	5	670	0.71	95.44
15	4	674	0.57	96.01
16	3	677	0.43	96.44
17	1	678	0.14	96.58
18	2	680	0.28	96.87
19	1	681	0.14	97.01
20	1	682	0.14	97.15
22	1	683	0.14	97.29
23	2	685	0.28	97.58

24	3	688	0.43	98.01
25	1	689	0.14	98.15
27	1	690	0.14	98.29
28	1	691	0.14	98.43
29	1	692	0.14	98.58
30	2	694	0.28	98.86
31	1	695	0.14	99.00
35	3	698	0.43	99.43
39	1	699	0.14	99.57
43	1	700	0.14	99.72
44	1	701	0.14	99.86
55	1	702	0.14	100.00

Variable = YRS2; Years of Second Job

Value	Frequency	Cum. Freq.	Percent	Cum. Pct.
0	245	245	34.90	34.90
1	134	379	19.09	53.99
2	103	482	14.67	68.66
3	77	559	10.97	79.63
4	29	588	4.13	83.76
5	27	615	3.85	87.61
6	15	630	2.14	89.74
7	10	640	1.42	91.17
8	8	648	1.14	92.31
9	7	655	1.00	93.30
10	7	662	1.00	94.30
11	1	663	0.14	94.44
12	6	669	0.85	95.30
13	1	670	0.14	95.44
14	3	673	0.43	95.87
15	1	674	0.14	96.01
16	3	677	0.43	96.44
17	1	678	0.14	96.58
18	1	679	0.14	96.72
19	1	680	0.14	96.87
20	2	682	0.28	97.15
21	1	683	0.14	97.29
23	1	684	0.14	97.44
25	2	686	0.28	97.72
26	1	687	0.14	97.86
30	5	692	0.71	98.58
32	1	693	0.14	98.72
33	2	695	0.28	99.00
34	1	696	0.14	99.15
35	1	697	0.14	99.29
36	2	699	0.28	99.57
37	1	700	0.14	99.72
38	1	701	0.14	99.86
56	1	702	0.14	100.00

APPENDIX D

Edu-Stat Univariate Summary Statistics
 April 18, 1989

Data Set = Marketing Department Alumni Study

M3323	Consumer and Mkt Behavior	M3433	Promotional Strategies
M3513	Sales Mgmt	M4223	Business Logistics
M4333	Mktg Research	M4683	Managerial Strategies
M3613	Retailing Mgmt	M4113	Decision Analysis & MIS
M4443	Social Issues	M4553	International Mktg

Variable	N	Mean
M3323	572	2.0997
M3433	543	2.1989
M3513	510	2.2157
M4223	476	2.5273
M4333	571	2.2925
M4683	519	2.0906
M3613	195	2.2974
M4113	200	2.3200
M4443	137	2.5766
M4553	158	2.6013

APPENDIX E

Table 1

Recommended Marketing Courses and/or Topics Needed

Code	Category	Frequency	Percent
1	More Marketing/Marketing Electives	70	9.97%
2	Sales Courses	90	12.82
3	Internship/"Hands-on" Experience	52	7.41
4	Advertising/Public Relations	24	3.42
5	Communications: Writing/Speech	37	5.27
8	Non Marketing Courses	203	28.92
9	Other	52	7.41

Table 2

Personal Skills Needed

Code	Category	Frequency	Percent
1	Computer Skills	211	30.06%
2	Negotiation	77	10.97
3	Both Computer Skills and Negotiation	56	7.98
4	People Skills (Networking)	29	4.13
5	Presentation Skills	64	9.12
6	Written Skills	23	3.28
7	Finance & Accounting	4	.57
8	Personal Skills (hygiene, stress management, goal setting, time management, etc.)	41	5.84
9	Other	78	11.11

APPENDIX F

Table 1

What Would be Done Differently

Code	Category	Frequency	Percent
1	More Computer	60	8.55%
2	More Accounting or Finance	67	9.54
3	More Marketing or Marketing Electives	20	2.85
4	Study More	63	8.97
5	Take Different Business Courses	49	6.98
6	Take Different Courses Outside Business	62	8.83
7	Different Degree or Pursue Masters	144	20.51
8	Career Searching/Internship Programs/ Summer Jobs in Marketing	42	5.98
9	Other	106	15.10

Table 2

Reasons for Not Recommending Marketing Degree

Code	Category	Frequency	Percent
1	Depends on Own Interest/Career Ideas	32	17.58%
2	Too Broad/Need More Specific Field of Study	46	25.27
3	Only Qualified for Sales	25	13.74
4	Courses Not Relevant	9	4.95
5	Recommend Accounting or Finance	8	4.40
6	Recommend a Double Major	2	1.10
7	Cannot Find a Job in Marketing	27	14.84
9	Other	31	17.03

APPENDIX G

Edu-Stat Univariate Summary Statistics
 April 18, 1989

Data Set = Marketing Department Alumni Study

MANY	How Many Work with	GRAD	Graduation Year
YEAR	Last Year Active in Mktg	YRS1	Years of First Job
YRS2	Years of Second Job		

Variable	N	Mean	Minimum	Maximum
MANY	272	6.1838	1.0000	99.0000
GRAD	702	75.5997	0.0000	88.0000
YEAR	154	80.5519	28.0000	88.0000
YRS1	702	4.0413	0.0000	55.0000
YRS2	702	3.0114	0.0000	56.0000

APPENDIX H

<u>Year of Graduation</u>			
N	Mean	Minimum	Maximum
702	1975	1923	1988

<u>Responses by Class Year</u>		
	Frequency	Percent
1920's	6	.80%
1930's	15	2.16
1940's	31	4.45
1950's	26	3.74
1960's	63	9.05
1970's	143	20.55
1980's	412	59.20

APPENDIX I

How Advanced Degree Benefited Alumni

	Frequency	Percent
1. Required/Should Have	6	6.32%
2. Increased Opportunities	36	37.89
3. Applied Learning	14	14.74
4. Broad Knowledge Base	12	12.63
5. Business Planning & Analysis	5	5.26
6. Earn More Money	4	4.21
9. Other	18	18.95

APPENDIX J

Occupational Titles with Five or More References

Title	Frequency
Account Executive/Manager	20
Account Representative/Coordinator	10
Agent/Broker	11
Area Manager/Supervisor	11
Assistant Manager	7
Attorney	14
Buyer or Buyer Trainee	5
Director of Marketing	6
District Manager	8
Financial Analyst/Representative/Officer	5
Manager	16
Marketing Manager	8
Marketing Assistant/Coordinator/Rep	15
Office Manager	7
Owner	12
President/Ceo	25
Regional Director/Manager	5
Sales Manager	74
Sales Representative/Clerk	44
Store Manager/Supervisor	7
Student	14
Vice President (of any field)	21

APPENDIX K

Business or Industry Classification

		Frequency	Percent
1	Health Care Services	31	5.15%
2	Financial Services	92	15.28
3	Professional Services	72	11.96
4	Hospitality, Travel and Tourism Services	19	3.16
5	Sports, Arts and Entertainment Services	9	1.50
6	Governmental, Quasi-Governmental and Non-Profit Service	30	4.98
7	Channel, Physical Distribution and Rental & Leasing Services	121	20.10
8	Educational and Research Services	18	2.99
9	Telecommunication Services	41	6.81
10	Personal and Repair & Maintenance Services	14	2.33
11	Petroleum/Energy	65	10.80
12	Agriculture	4	.66
13	Manufacturing	86	14.29

APPENDIX L

Edu-Stat Cross Tabulation Analysis
 April 15, 1989

Data Set = Marketing Department Alumni Study

CB; Support College of Business by MKTG; Support Marketing Dept

	.	YES	NO	Totals
.	1	0	4	0
Expected
Col. Pct
YES	2	19	152	171
Expected	.	5.1669	165.8331	.
Col. Pct	.	90.4762	22.5519	24.6043
NO	0	2	522	524
Expected	.	15.8331	508.1669	.
Col. Pct	.	9.5238	77.4481	75.3957
Totals	0	21	674	695
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	1	50.6508	0.0001
Continuity Adj. Chi-Square	1	47.0554	0.0001
Phi Coefficient		0.2700	
Contingency Coefficient		0.2606	

APPENDIX M

CB; Support College of Business by PREPARE; Mktg Degree Prepare

		VERY WELL	WELL	SL-NAA	Totals
.	0	0	4	1	0
Expected
Col. Pct
YES	0	11	89	73	173
Expected	.	9.4726	72.5403	90.9870	.
Col. Pct	.	28.9474	30.5842	20.0000	24.9280
NO	3	27	202	292	521
Expected	.	28.5274	218.4597	274.0130	.
Col. Pct	.	71.0526	69.4158	80.0000	75.0720
Totals	0	38	291	365	694
Expected
Col. Pct	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	10.0395	0.0068
Contingency Coefficient		0.1194	

APPENDIX N

CB; Support College of Business by SATISFY; Satisfied with Degree

	EXTREMELY	SATISFIED	SL-NAA	Totals
.	2	3	0	0
Expected
Col. Pct
YES	61	96	16	173
Expected	45.4218	107.2253	20.3529	.
Col. Pct	33.3333	22.2222	19.5122	24.8207
NO	122	336	66	524
Expected	137.5782	324.7747	61.6471	.
Col. Pct	66.6667	77.7778	80.4878	75.1793
Totals	183	432	82	697
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	9.9082	0.0072
Contingency Coefficient		0.1184	

APPENDIX 0

OTHER; Support Other OSU Programs by SATISFY; Satisfied with Degree

	EXTREMELY	SATISFIED	SL-NAA	Totals
.	2	5	0	0
Expected
Col. Pct
YES	108	205	32	345
Expected	90.8417	213.4532	40.7050	.
Col. Pct	59.0164	47.6744	39.0244	49.6403
NO	75	225	50	350
Expected	92.1583	216.5468	41.2950	.
Col. Pct	40.9836	52.3256	60.9756	50.3597
Totals	183	430	82	695
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	10.7969	0.0047
Contingency Coefficient		0.1237	

APPENDIX P

NEWS; Interest in Mktg Newsletter by SATISFY; Satisfied with Degree

	EXTREMELY	SATISFIED	SL-NAA	Totals
.	5	8	0	0
Expected
Col. Pct
YES	122	280	39	441
Expected	115.2104	273.3048	52.4848	.
Col. Pct	67.7778	65.5738	47.5610	64.0058
NO	58	147	43	248
Expected	64.7896	153.6952	29.5152	.
Col. Pct	32.2222	34.4262	52.4390	35.9942
Totals	180	427	82	689
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	11.1927	0.0038
Contingency Coefficient		0.1264	

APPENDIX Q

ACTIVE; Active in Mktg Position by PREPARE; Mktg Degree Prepare

		VERY WELL	WELL	SL-NAA	Totals
.	0	1	6	3	0
Expected
Col. Pct
YES	0	22	181	187	390
Expected	.	20.9434	163.5849	205.4717	.
Col. Pct	.	59.4595	62.6298	51.5152	56.6038
NO	3	15	108	176	299
Expected	.	16.0566	125.4151	157.5283	.
Col. Pct	.	40.5405	37.3702	48.4848	43.3962
Totals	0	37	289	363	689
Expected
Col. Pct	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	8.2217	0.0167
Contingency Coefficient		0.1086	

APPENDIX R

ACTIVE; Active in Mktg Position by SATISFY; Satisfied with Degree

	EXTREMELY	SATISFIED	SL-NAA	Totals
.	3	7	0	0
Expected
Col. Pct
YES	106	249	35	390
Expected	102.5723	241.2139	46.2139	.
Col. Pct	58.2418	58.1776	42.6829	56.3584
NO	76	179	47	302
Expected	79.4277	186.7861	35.7861	.
Col. Pct	41.7582	41.8224	57.3171	43.6416
Totals	182	428	82	692
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	2	7.0734	0.0295
Contingency Coefficient		0.1006	

APPENDIX S

ACTIVE; Active in Mktg Position by RECOM; Recommend Mktg Degree

		YES	NO	Totals
.	0	8	2	0
Expected
Col. Pct
YES	4	294	92	386
Expected	.	253.1889	132.8111	.
Col. Pct	.	65.6250	39.1489	56.5154
NO	5	154	143	297
Expected	.	194.8111	102.1889	.
Col. Pct	.	34.3750	60.8511	43.4846
Totals	0	448	235	683
Expected
Col. Pct	.	.	.	100.0000

Two-Way Cross Tabulation Statistics

Statistic	d.f.	Value	Prob.
Chi-Square	1	43.9673	0.0001
Continuity Adj. Chi-Square	1	42.8966	0.0001
Phi Coefficient		0.2537	
Contingency Coefficient		0.2459	

APPENDIX T

Edu-Stat Correlation Analysis
 April 15, 1989

Data Set = Marketing Department Alumni Study

PREPARE	Mktg Degree Prepare	SATISFY	Satisfied with Degree
RECOM	Recommend Mktg Degree	OSU	Recommend OSU to Others

702 Cases processed.

13 Cases deleted due to missing values

Means and Standard Deviations

	PREPARE	SATISFY	RECOM	OSU
Mean	2.4702	1.8578	2.0740	1.4354
Std.Dev.	0.5975	0.6005	0.7787	0.6140

Correlations

	PREPARE	SATISFY	RECOM	OSU
PREPARE	1.0000	0.5189	0.3811	0.1978
Prob.	1.0000	0.0001	0.0001	0.0001
SATISFY	0.5189	1.0000	0.3956	0.2904
Prob.	0.0001	1.0000	0.0001	0.0001
RECOM	0.3811	0.3956	1.0000	0.1818
Prob.	0.0001	0.0001	1.0000	0.0001
OSU	0.1978	0.2904	0.1818	1.0000
Prob.	0.0001	0.0001	0.0001	1.0000

VITA

LESHIA MCKAY PEARSON

Candidate for the Degree of
Master of Business Administration

Report: MARKETING ALUMNI SURVEY AND ANALYSIS

Biographical:

Education: Received a Bachelor of Science in Business Administration from Oklahoma State University, May 1984; completed requirements for the Master of Business Administration degree at Oklahoma State University, May 1989.

Professional Experience: Director of Gift Programs for the Oklahoma State University Foundation, Stillwater, Oklahoma, April 1988 to present; Sales Manager for Sunmark Hotel, Stillwater, Oklahoma, July 1986 to April 1988; Sales Coordinator for Ramada Inn, Stillwater, Oklahoma, May 1985 to July 1986.