



EMPLOYMENT REPORT

BBA Programs Class of 2024

SHAPING LEADERS AT SMU COX

Empowering World Changers from Day One

At SMU Cox, we don't just prepare you for business—we prepare you to lead. As a BBA student, you'll gain more than classroom knowledge; you'll access real-world experiences, deep mentorship, and a network that grows with you.

Our mission is to empower you with the tools, relationships, and mindset needed to thrive in today's fast-changing business world. From day one, you'll build meaningful connections with world-class faculty, collaborate with diverse peers, and learn in the heart of one of the nation's most dynamic business hubs: Dallas, Texas.

BBA Mentor Alliance

Imagine having a mentor who's been where you want to go. The BBA Mentor Alliance pairs students with experienced business professionals for personalized, one-on-one mentorship. Through this program, you'll gain insights into career paths, professional development, and how to make the most of your time at Cox—all while building confidence and connections that last far beyond graduation.

BBA Peer Coach Program

Led by upperclassmen who've stood where you stand now, the BBA Peer Coach Program offers guidance and encouragement from fellow students who understand the journey. Peer Coaches are trained to support you with everything from resume prep and interview tips to navigating the classroom and campus life at Cox.

Business Discovery

Your Cox experience starts with Business Discovery, a first-year course designed to help you explore your interests, define your goals, and begin crafting your professional path. Through hands-on exercises, exposure to career resources, and guidance from peers and professionals, you'll gain the confidence and clarity to take ownership of your future—whether you're planning your first internship or thinking long-term about your impact in the business world.

At Cox, you're never navigating your future alone. You'll be surrounded by a community that believes in you, invests in you, and helps you turn your potential into real-world impact.

Brandy Dalton
*Senior Director of BBA & MS
Career Programs*



CAREER-CHANGING HIGHLIGHTS

93.1% OF STUDENTS
ACHIEVED DESIRED
CAREER OUTCOME
WITHIN 3 MONTHS OF GRADUATION

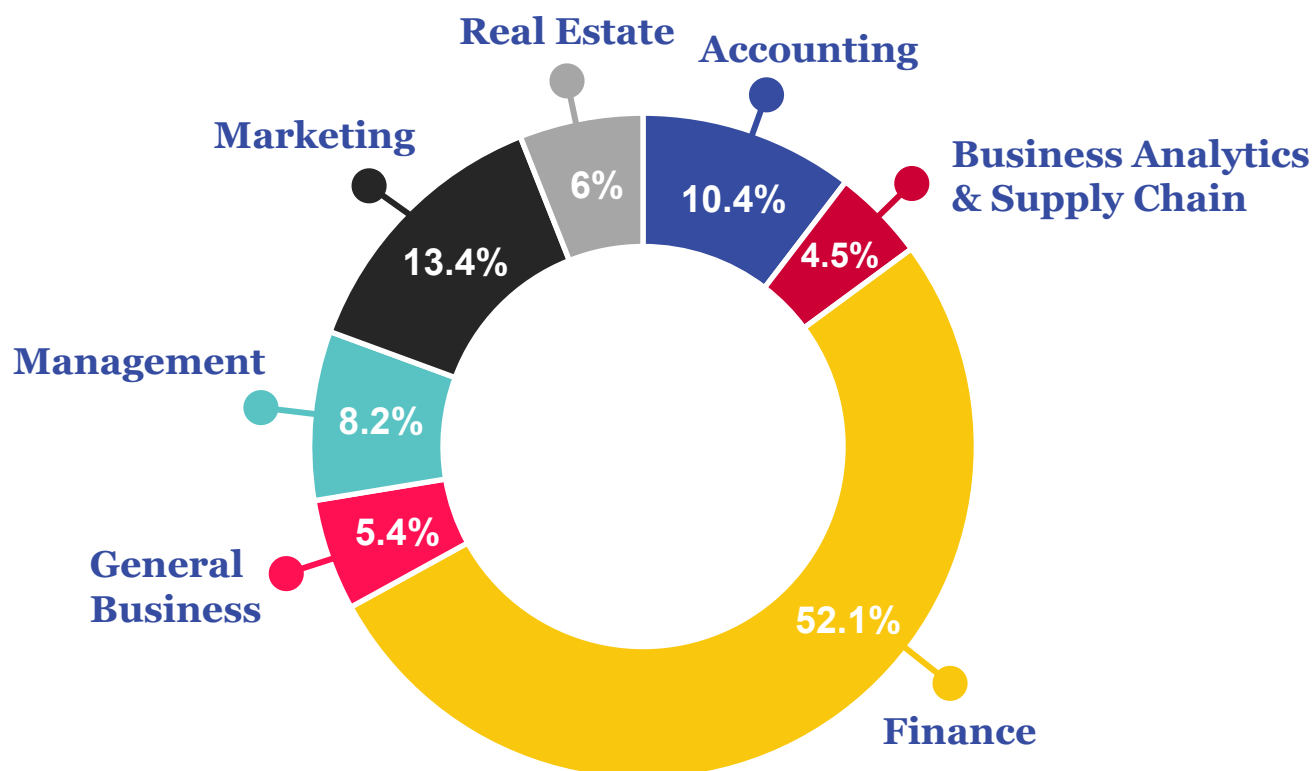
\$81K
AVERAGE
BASE SALARY

92.1%
OF STUDENTS COMPLETED
AT LEAST 1 INTERNSHIP
PRIOR TO GRADUATION

\$9.9K & 55%
AVERAGE
SIGNING BONUS
OF GRADUATES
REPORTED
RECEIVING A
SIGNING BONUS

OUTCOMES BY MAJOR

% OF CLASS



Major	% Achieving Desired Career Outcome Within 3 Months of Graduation	Average Salary
Accounting	98.2%	\$71,982
Business Analytics & Supply Chain	100%	\$75,749
Finance	93.8%	\$82,000
General Business	79.2%	\$86,801
Management	94.6%	\$67,296
Marketing	86.4%	\$61,524
Real Estate	96.4%	\$74,727

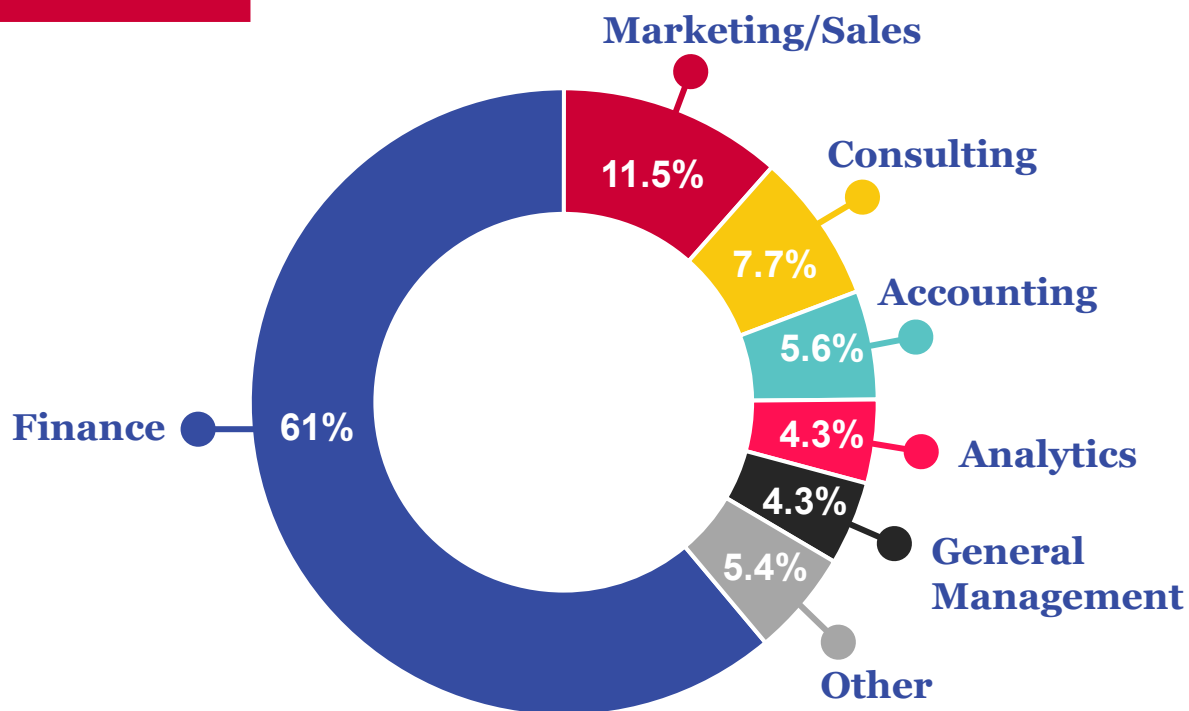
Summary represents high-level overview of class placement with some categories combined for simplicity.

% Achieving Career Outcome includes students who indicated they accepted a job, are attending graduate school, are volunteering full-time, or are otherwise not seeking a full-time position after graduation.

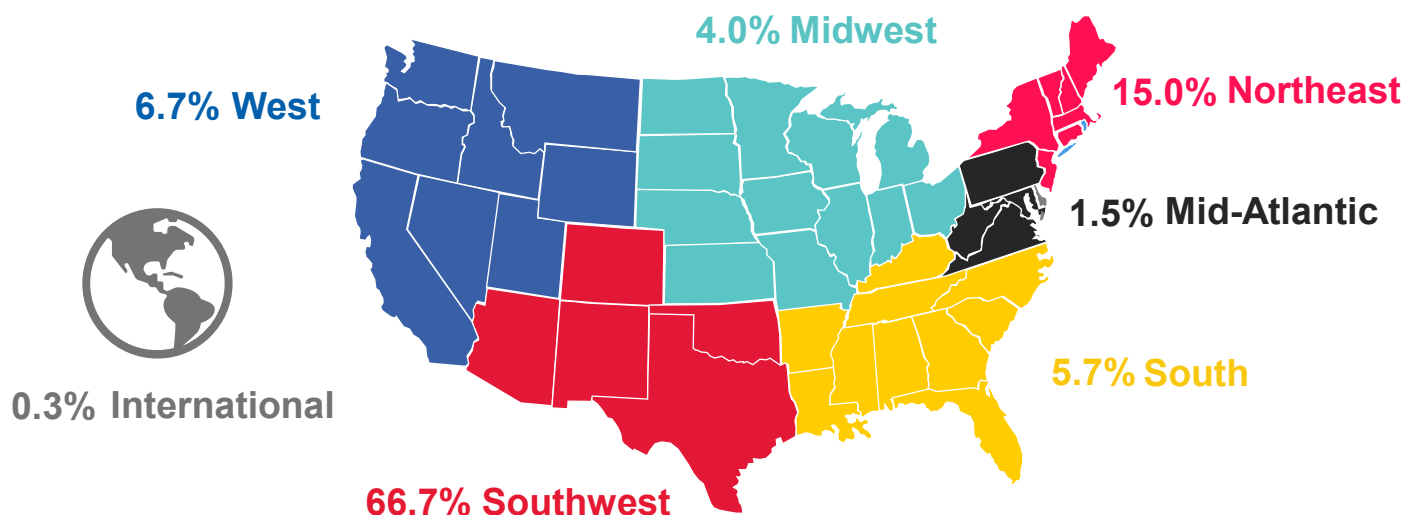
Percentages rounded to the nearest whole and may not total 100 as a result. Full report conforms to National Undergraduate Business Symposium (NUBS) standards.

JOB PLACEMENT

FUNCTION



GEOGRAPHY



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SAMPLE OF HIRING COMPANIES

Accenture	EY	PNC
Acore Capital	Federal Reserve	Protiviti
Alvarez and Marsal	Fidelity Investments	PWC
American Airlines	Fisher Investments	Raymond James
Andrews Distribution	Fortress Investment Group	Raytheon Technologies
Aon	Forvis	Reserve Capital Partners
AT&T	FTI Consulting	RSM
Bain & Company	Gartner	S&P Global
Bank of America	GDS Wealth Management	Safe Harbor Marinas
BCG	Goldman Sachs	Santander Consumer USA
Bessemer Trust	Grant Thornton	Saville
Bloomingdale's	Greystar	Scotiabank
BMO Middle Market M&A	Guggenheim Partners	Sendero
Boulevard Collective	HerStory	Shell Oil Company
Brown Brothers Harriman	Hilltop Holdings	Southwest Construction
BVA Group	Hines	SpectrumVoIP
Cambridge Associates	Houlihan Lokey	State Street
Catalyze Partners	HUB International	Stephens Inc.
CBRE	Intrepid Financial Partners	Stout
Chase	ISN	Sunoco
CHRISTUS Health	Jackson Spalding	TD Cowen
Citi	Jefferies	TD Securities
Citigroup	JLL	Texas Capital Bank
Clear Channel Outdoor	JPMorgan Chase	Texas Instruments
Coca-Cola Southwest Beverages	Keurig Dr Pepper	The BVA Group
Cognizant	KKR	Third Bridge Group
Colliers	KPMG	Tolleson Wealth Management
Comerica Bank	Leeward Renewable Energy	Trinity Investors
Commerce Bank	Lincoln International	Truist Securities
Credera	LP Analyst	Vaquero Capital
Crow Holdings Capital	Merrill Lynch	Vizient, Inc
Deloitte	Method360	VMG Health
Eastdil Secured	Nestle	Walker & Dunlop
Epsilon	Omni Dallas	Weaver
Erewhon Market	OWS Real Estate Finance	Wells Fargo
Evercore	Palisades Group	Westwood Holdings Group

Companies represent selection of firms who hired SMU graduates and is not an exhaustive list. Full report conforms to national undergraduate business symposium (nubs) standards.

Yellow Employers hiring three or more SMU Cox students for a full-time job.

DETAILS – BASE SALARY BY FUNCTION / INDUSTRY

Function	Percent Accepting	Percent Reporting Salary	Average	Low	High
Accounting	5.5%	77.8%	\$76,321	\$52,000	\$110,000
Advertising & PR	0.6%	100.0%	*	*	*
Analytics	4.3%	78.6%	\$74,045	\$50,000	\$110,000
Consulting	7.6%	96.0%	\$80,493	\$50,000	\$120,000
Finance	60.2%	83.3%	\$87,366	\$50,000	\$130,000
General Management	4.3%	71.4%	\$63,750	\$45,000	\$80,000
Information Technology	1.5%	100.0%	\$80,680	\$70,000	\$100,000
Logistics	1.2%	100.0%	\$71,500	\$50,000	\$100,000
Marketing/Sales	11.3%	70.3%	\$60,603	\$37,440	\$90,000
Operations / Production	0.9%	66.7%	*	*	*
Other	1.2%	25.0%	*	*	*

Industry	Percent Accepting	Percent Reporting Salary	Average	Low	High
Accounting Services	5.2%	4.9%	\$78,308	\$64,000	\$110,000
Consulting	6.7%	8.0%	\$80,278	\$63,000	\$120,000
CPG - Consumer Packaged Goods	3.1%	3.4%	\$72,333	\$50,000	\$100,000
Energy	4.9%	5.3%	\$84,214	\$62,000	\$110,000
Financial Services	48.9%	51.9%	\$88,185	\$50,000	\$130,000
Government/Education	0.6%	0.8%	*	*	*
Healthcare	1.8%	0.8%	*	*	*
Hospitality	0.3%	0.4%	*	*	*
Legal	1.8%	1.9%	\$56,400	\$45,000	\$65,000
Manufacturing	0.3%	0.4%	*	*	*
Marketing/Advertising/PR	3.7%	2.7%	\$51,526	\$37,440	\$75,000
Non-Profit	0.3%	0.4%	*	*	*
Real Estate	4.0%	1.9%	\$79,000	\$70,000	\$90,000
Retail	2.4%	1.9%	\$59,400	\$45,000	\$65,000
Technology	4.9%	5.7%	\$77,927	\$52,000	\$110,000
Transportation/Logistics	1.8%	1.9%	\$75,200	\$51,000	\$100,000
Other	8.0%	7.6%	\$68,884	\$50,000	\$105,000

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* Salary not reported for less than three data points.

DETAILS – BASE SALARY BY WORLD REGION

World Region	Percent Accepting	Percent Reporting Salary	Average	Low	High
US – Mid-Atlantic	1.5%	60.0%	\$86,000	\$65,000	\$110,000
US – Midwest	4.0%	84.6%	\$84,273	\$60,000	\$110,000
US - Northeast	15.0%	69.4%	\$91,309	\$50,000	\$130,000
US - South	5.8%	84.2%	\$84,672	\$55,000	\$110,000
US - Southwest	66.7%	85.3%	\$78,131	\$37,440	\$120,000
US - West	6.7%	59.1%	\$86,831	\$55,000	\$115,000
International	0.3%	100.0%	*	*	*

US Region Breakdown by State

Mid-Atlantic: Delaware, District Of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee

Southwest: Arizona, Colorado, New Mexico, Oklahoma, Texas

West: Alaska, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming

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