

Graduate Employment Search Industry Analysis 2008: Consumer Goods



GMAC® Data-to-Go Series

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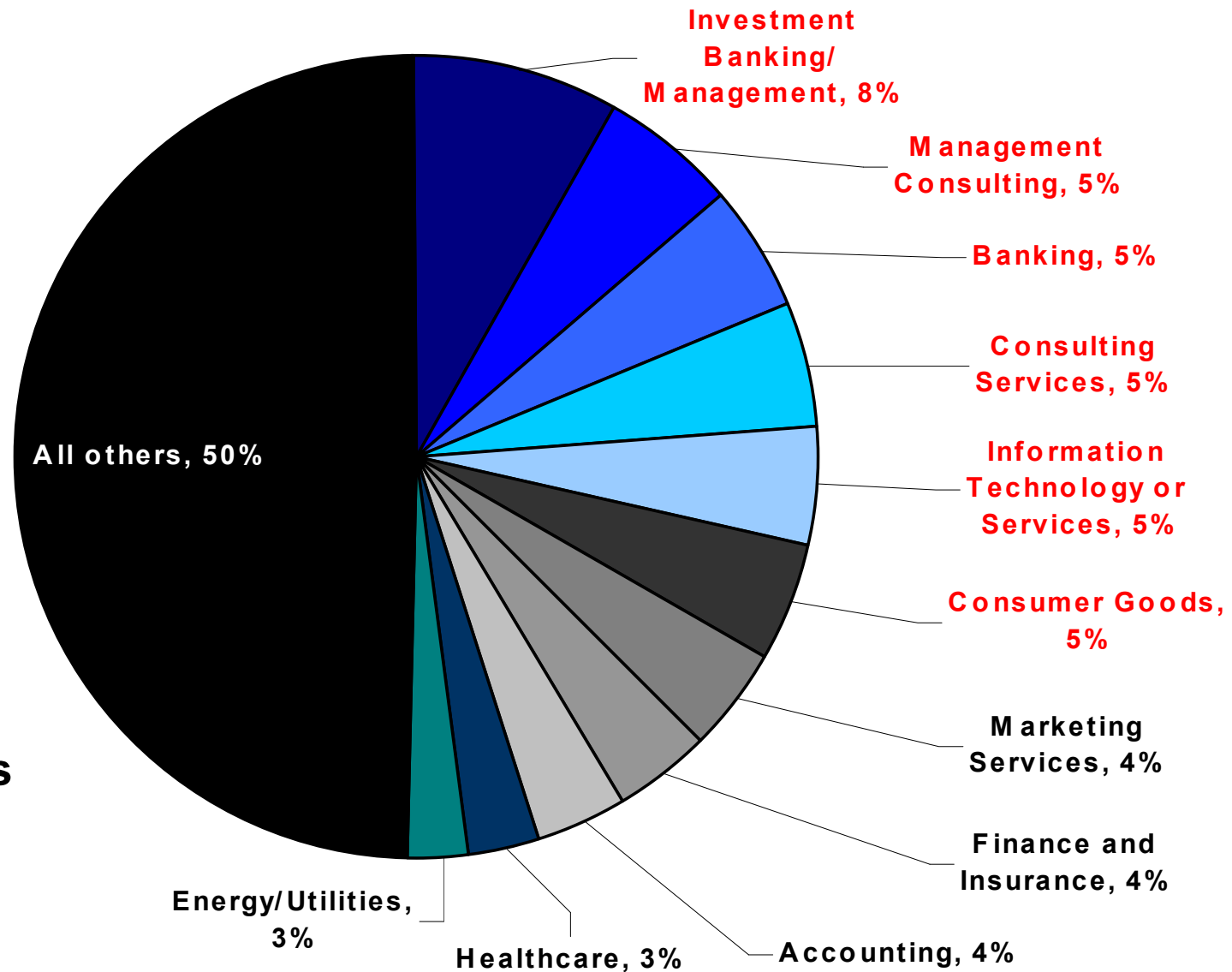
Associate Director, Research

Graduate Management Admission Council®

Post-Graduation Industries

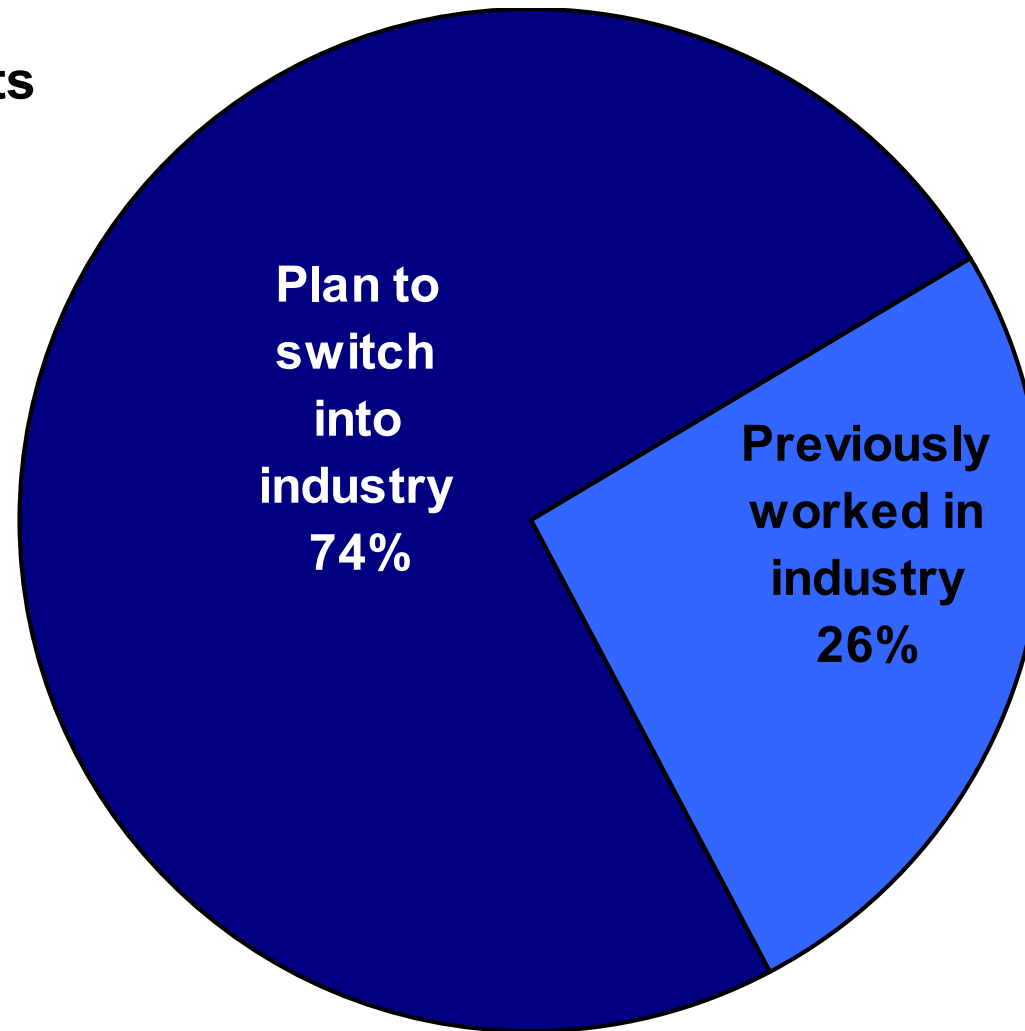
Half of the graduates were interested in 11 industries from a list of 55 industries.

5% of graduates intend to be employed in the consumer goods industry.



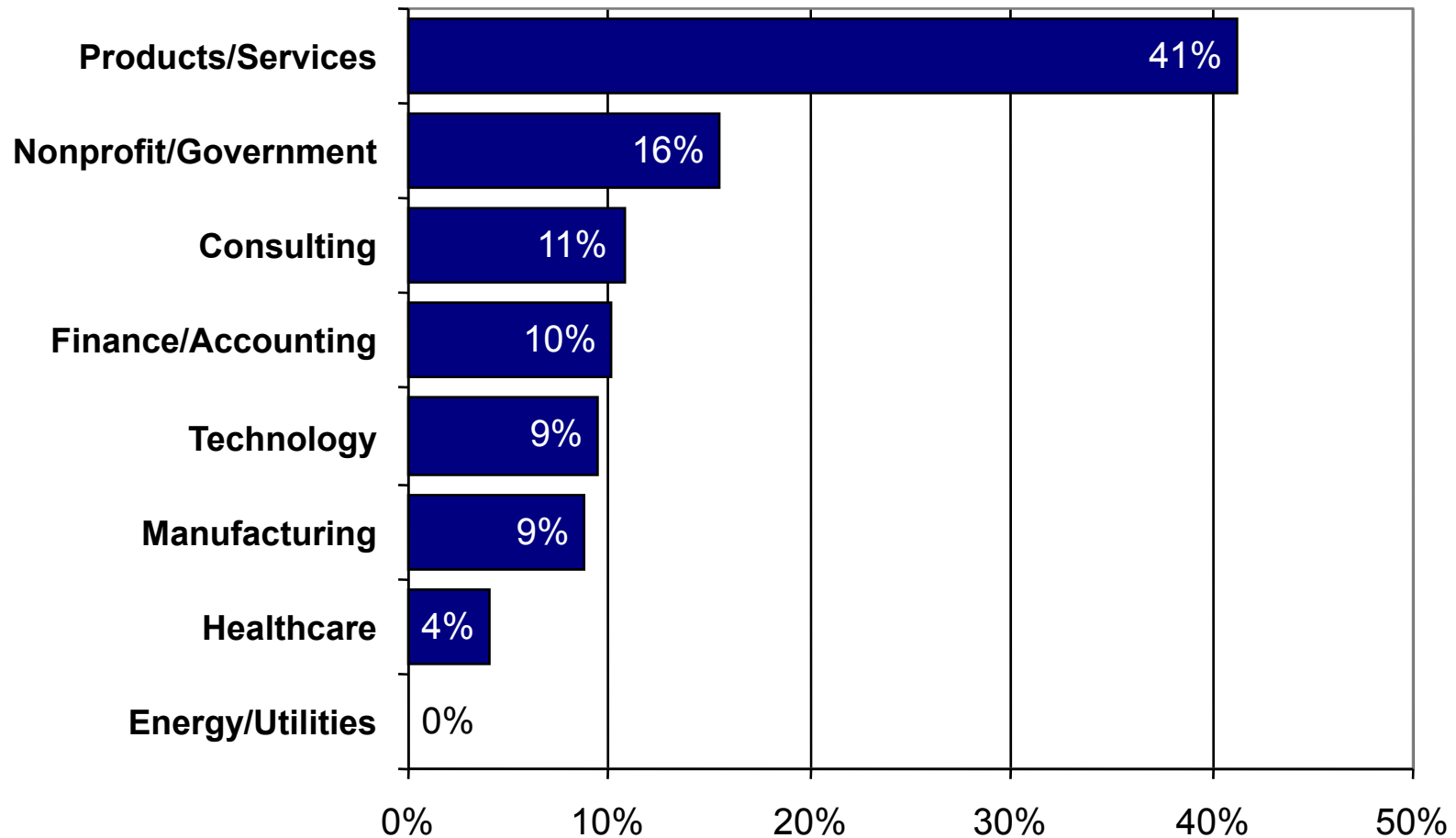
Consumer Goods: Career Changing Status

A majority of respondents entering the consumer goods industry were switching from other industries.



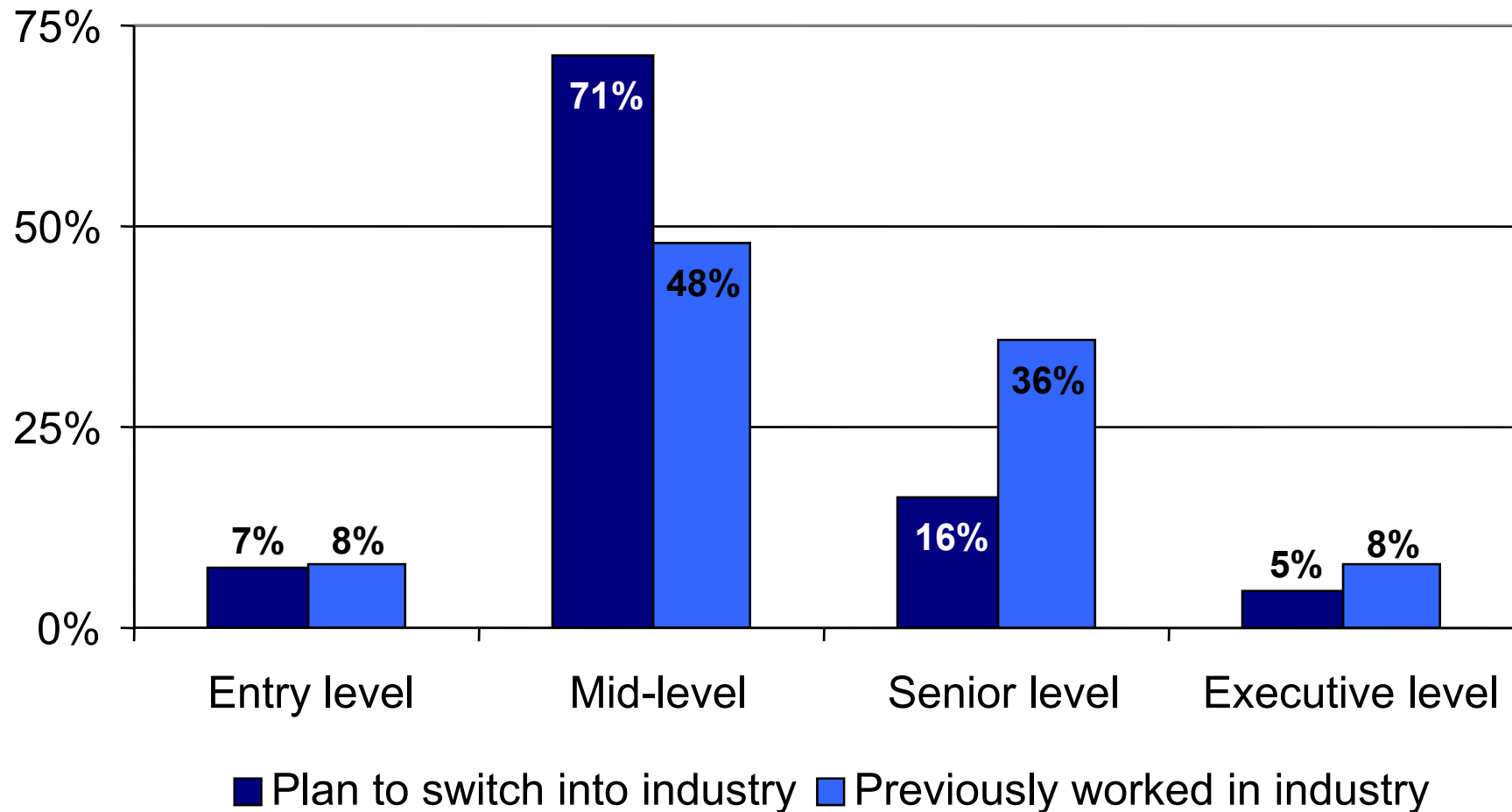
Consumer Goods: Prior Industry among Career Switchers

About two-fifths of the respondents switching into consumer goods came from other products/services industries and a sixth came from the nonprofit/government industries.

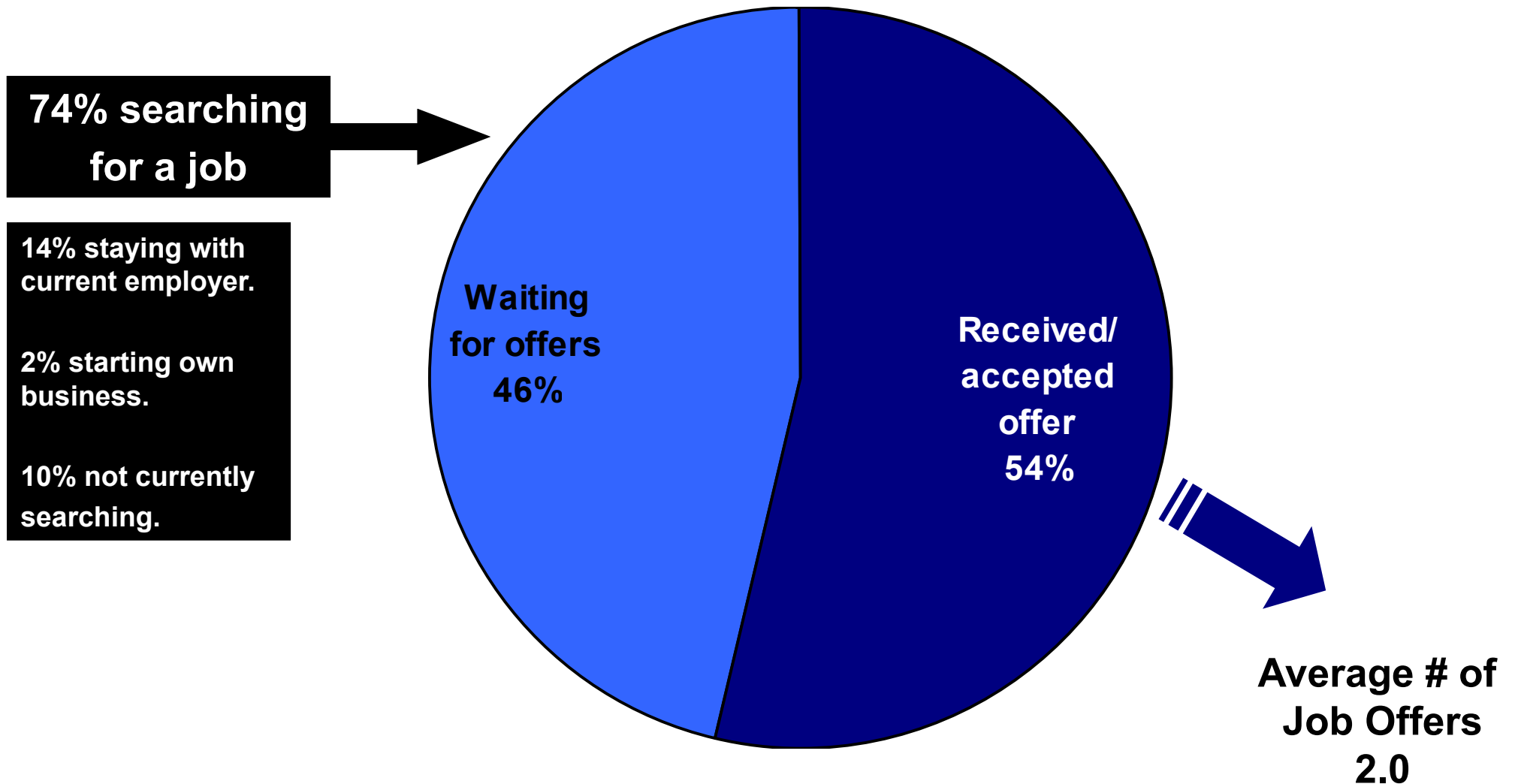


Consumer Goods: Anticipated Job Level

The majority of respondents switching into the industry plan to enter at mid-level. About half of the respondents who previously worked in consumer goods plan to hold a mid-level position, and a third plan to hold a senior-level position after graduation.

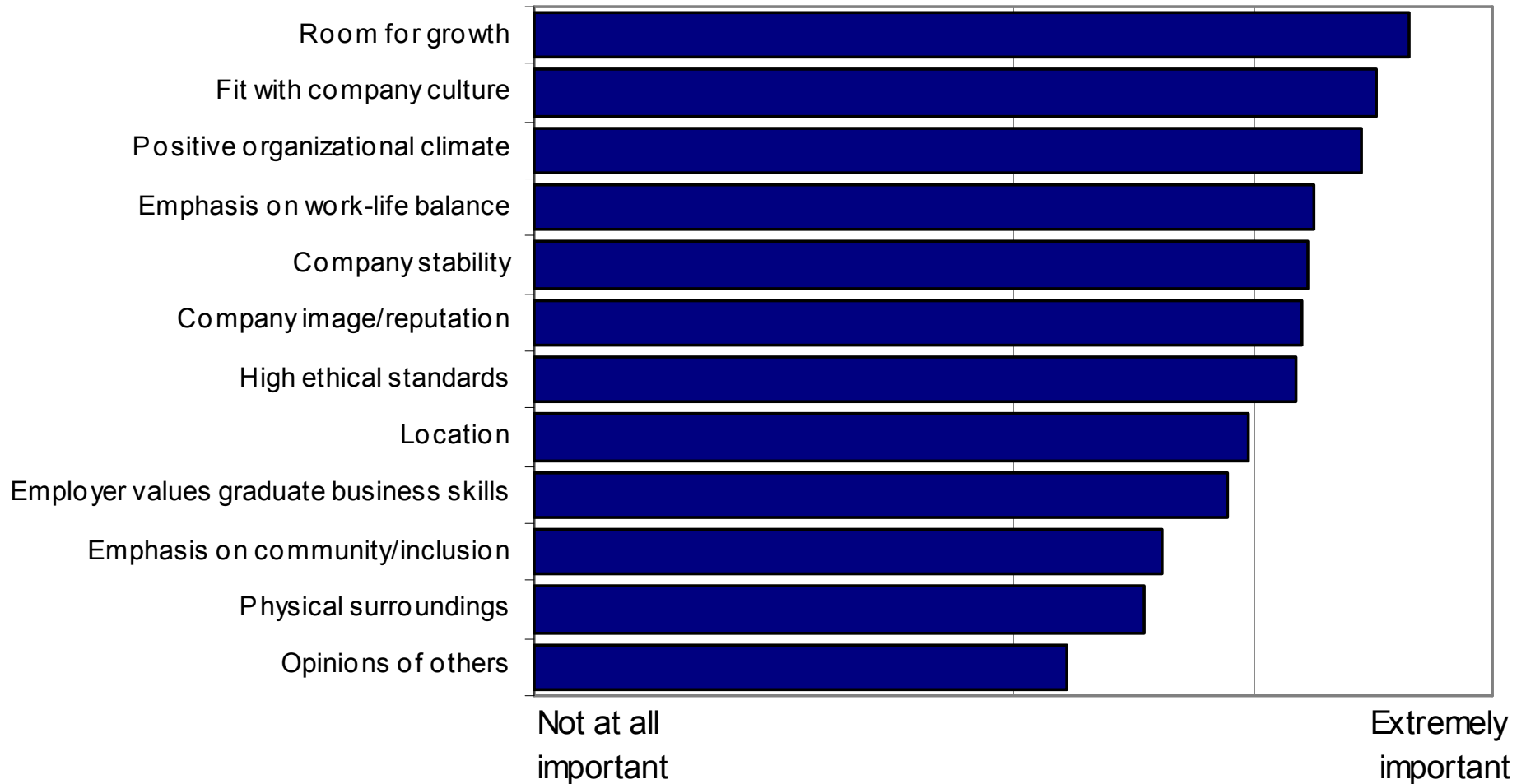


Consumer Goods: Job Search Status



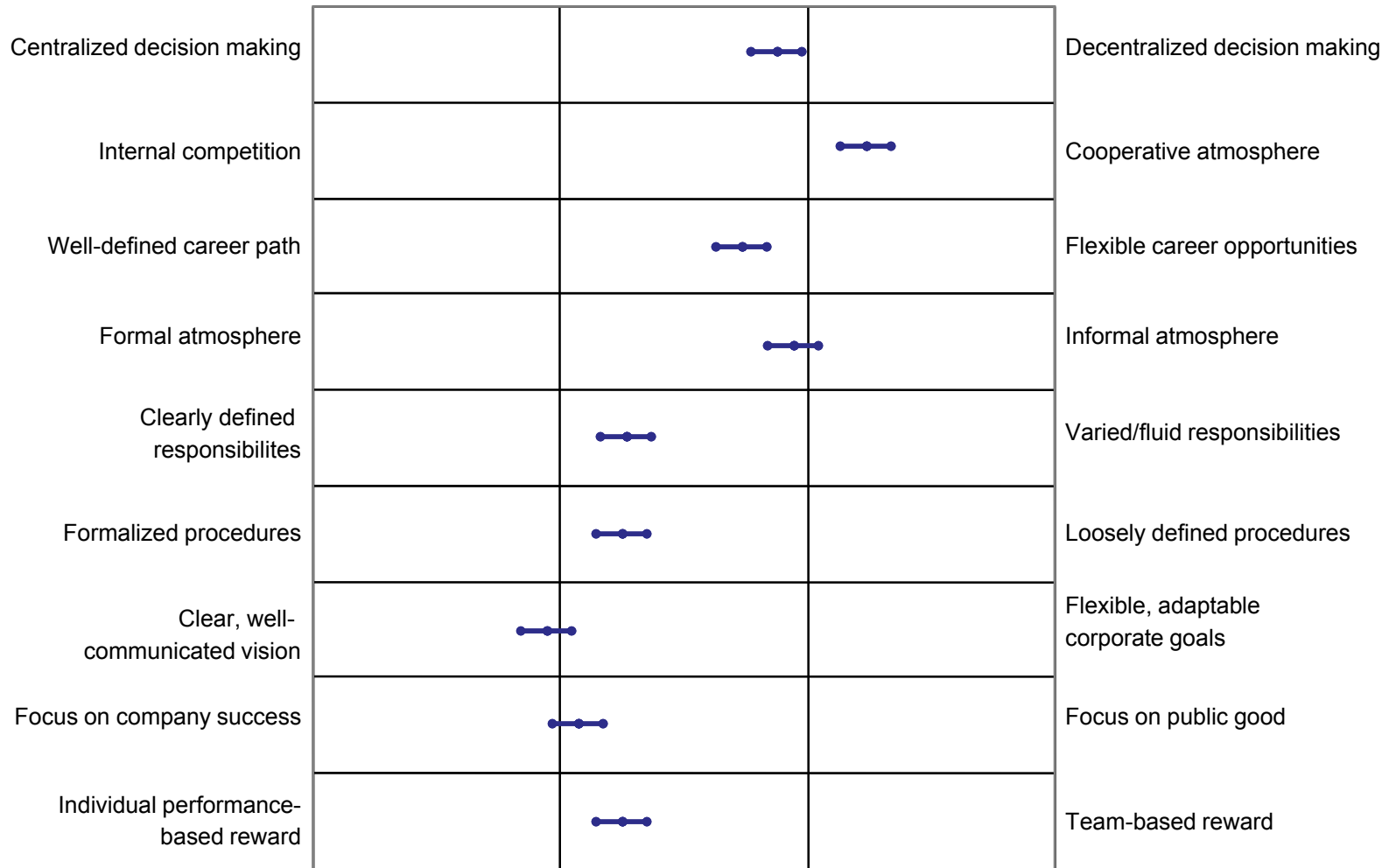
Consumer Goods: Company Selection Criteria

When selecting a company in the consumer goods industry, respondents considered room for growth, a fit with the company culture, and a positive organizational climate to be the most important criteria.



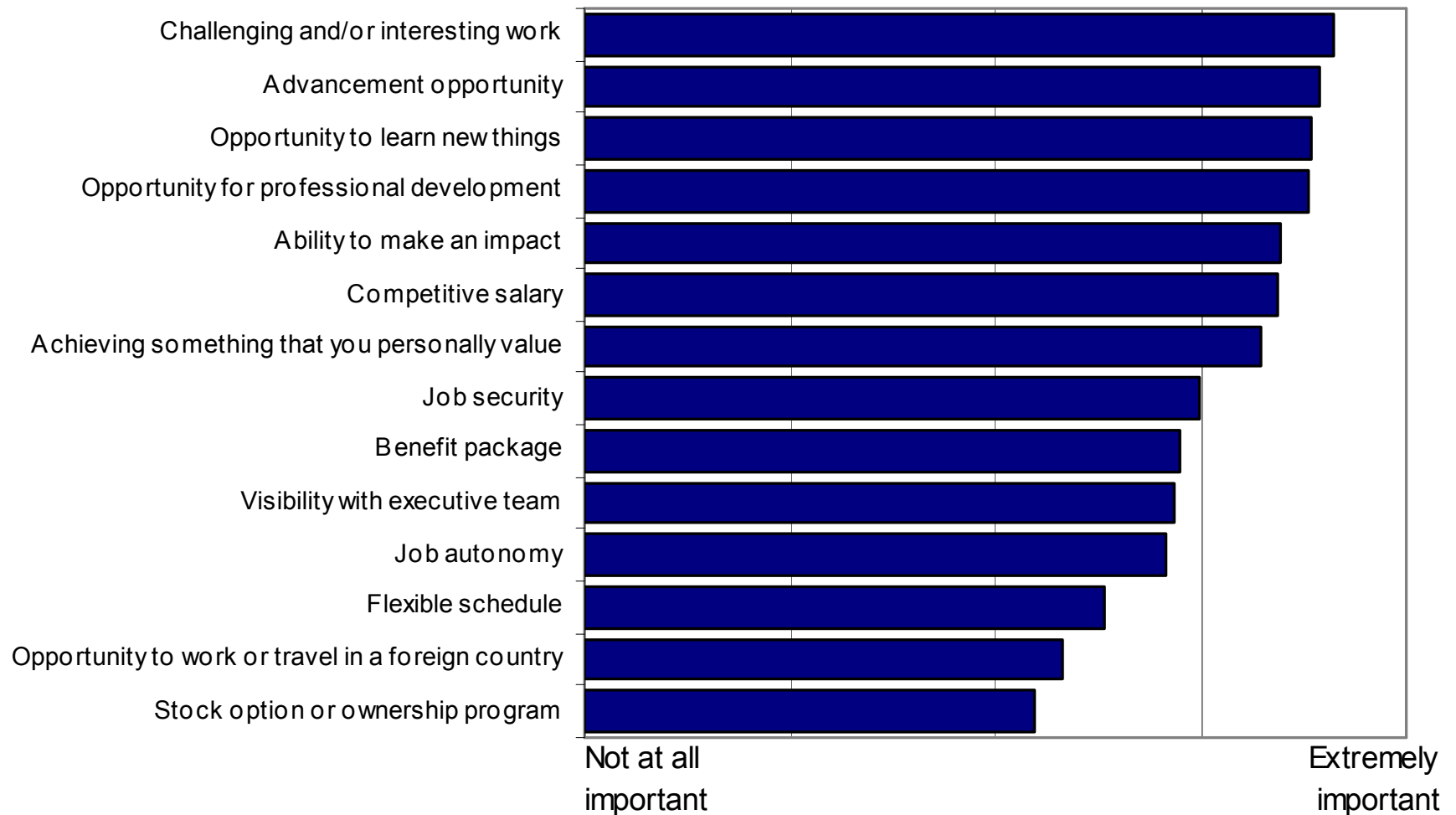
Consumer Goods: Preferred Organizational Culture

The preferred culture includes a cooperative and informal atmosphere, a clear and well-communicated vision, and a focus on company success.



Consumer Goods: Job Selection Criteria

When selecting a job, respondents considered challenging and interesting work, advancement opportunity, an opportunity for professional development, and an opportunity to learn new things to be the most important criteria.



Consumer Goods: Expected Change in Salary

Overall, respondents entering the consumer goods industry expected a 68% increase in salary compared with their pre-degree earnings.

