



# MASTER OF SCIENCE IN MARKETING FACTSHEET



## CLASS OF 2023 PROFILE

### CLASS STATS

Enrollment	58
Female	79%
Male	21%
U.S./Permanent Resident	81%
International	19%
Average Undergrad GPA	3.63
Average GMAT	609
Average GRE (V + Q)	309

### UNDERGRAD MAJORS

Advertising/Communications/PR	20%
Business	28%
Liberal Arts/Social Science	28%
Economics	7%
Engineering	5%
Mathematics/Science	9%
Other	3%

### TOP-RANKED

# NO.2

MARKETING MASTER'S  
IN THE U.S.

QS World University Rankings

### A LIFELONG BOND

# 58

COHORT SIZE  
OF MSM  
CLASS OF 2023

### FUTURE FOCUSED

# 93%

OF MSM STUDENTS  
RECEIVED JOB OFFERS 6  
MONTHS POST-GRADUATION

\*Data as of January 2023 reported to  
MBA CSEA for Class of 2022

## CLASS OF 2022 EMPLOYMENT OUTCOMES\*

### SALARY

Average Salary	\$74,174
Maximum Salary	\$110,000
Median Salary	\$75,000

### EMPLOYMENT RATE

# of Job Seeking Students	55
# of Job Seeking Students Employed	51
% of Job Seeking Students Employed	93%

### TYPICAL JOB TITLES

Marketing Analyst  
Category Analyst  
Digital Marketing Specialist  
Pricing Analyst  
Data Scientist  
Account Manager  
Marketing Manager  
Insights Associate

### TOP EMPLOYERS

TikTok  
Dell  
Horizon Media  
PMG  
Adlucent  
Expedia  
Keurig Dr Pepper  
Springbox