

MASTER OF SCIENCE MARKETING



Are you interested in an exciting career in the new economy – a world where data, decisions, and action are intertwined? Gain qualitative and quantitative marketing skills needed to transform data, gather insights, and develop meaningful marketing solutions.

PROGRAM HIGHLIGHTS



Graduate in 10 Months



Cutting-Edge Curriculum with Practical Applications



No Work Experience Required

Leverage your existing skills by learning theoretical frameworks and applied analytical training to prepare for a new career in marketing.

AT A GLANCE

QS Master's in Marketing Rankings

#2

Program in the Nation

US News and World Report

#5

Marketing Department in the Nation

College Choice

#3

Best MS in Marketing

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ADDRESS

Texas McCombs
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CBA 78712 • CBA 2.502
512.232.4671

A DEEPER LOOK

Our courses are grounded in analytics and exploding in creativity. The 36 credit hour program provides students with an intense, in-depth learning experience.

FOUNDATION COURSES

- Statistics for Marketing
- Marketing Management
- Financial Management

KEY MARKETING TOPICS AND PRACTICAL APPLICATIONS

- Programming, Databases and Data Visualization
- Behavioral Economics
- Marketing Analytics I
- Design Thinking for Innovation
- Marketing Analytics II
- Product and Brand Management
- Consumer Behavior in a Digital World
- Digital and Social Media
- Data Analytic and Dynamic Pricing
- Marketing High Tech Marketing
- New Venture Marketing

MSM PRACTICUM COURSE

The marketing intelligence capstone course is a hands-on learning experience aimed at pulling together all of the different tools and frameworks learned across the MSM curriculum. This will allow students to tackle a problem with imperfect data, uncertainty, a constantly changing environment, and actual deliverables. In addition to this deep hands-on experience, the course will include workshops and case studies with practitioners from several organizations, providing students with exposure to cutting-edge techniques and best practices.

CAREER OUTCOMES

Our dedicated Career Management team offers career coaching, employer relations teams, workshops, mock interviews, and more. Below are typical job titles secured by MS Marketing graduates:

- Consulting Analyst • Marketing Analytics Partner
- Digital Marketing Specialist • Insights Associate
- Data/Business Analyst • Corporate Marketing Analyst
- Senior Segment Research Analyst • Associate Digital Strategist
- Associate Marketing Manager • Research Analyst



Class of 2022 Profile

59



59 Total Students

U.S. vs International

93%



83% Domestic Students
7% International Students

Gender

70%



70% Female, 30% Male

Average Age

23



Average Age of Class

Average GPA

3.66



Companies*

Amazon, Adlucent, PMG, Saatchi & Saatchi, Whole Foods, Dimensional Fund Advisors, Facebook, Oracle, Favor, Ipsos, Nielsen, Deloitte, Exxon-Mobil, Indeed, EY, and more*

*Sample companies that have hired

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Register for an Information Session to learn more!

<https://bit.ly/MSM-info-sessions>

