

# MASTER OF SCIENCE IN MARKETING

Cutting-edge degree training graduates in the latest technologies needed for data-driven marketing.



## CLASS OF 2025 PROFILE

### CLASS STATS

Enrollment	66
Female	76%
Male	24%
U.S. Resident	80%
International Student	20%
Average GMAT	640
Average GRE (V+Q)	322

GMAT/GRE tests are optional

### UNDERGRAD MAJORS

Communication/PR/Advertising	54%
Business	31%
Humanities/Social Sciences	7%
Mathematics/Science	6%
Other	1%

## EMPLOYMENT REPORT SUMMARY | CLASS OF 2023

### SALARY

Average Salary	\$68,683
Maximum Salary	\$115,000
Median Salary	\$70,000

### EMPLOYMENT RATE

# of Job Seeking Students	58
% Received 1st Offer by Graduation	18%
% Received 1st Offer Within 3 Months	91%

### RECRUITING EMPLOYERS

Deloitte  
KPMG  
Toyota  
Applied Materials  
Dieste

### SELECT JOB TITLES

Marketing Analyst  
Category Analyst  
Digital Marketing Specialist  
Pricing Analyst  
Insights Associate  
Product Marketing Manager  
Strategic Marketing Specialist

## PROGRAM STATS

Rank in U.S.

# #2

QS World University Rankings

MSM Alumni

# 340

Average Work Experience

# 1 YR

46% of Current Cohort  
With Work Experience

Current Class Size

# 66

**ACTION ORIENTED** WE EXPECT TEXAS MSM GRADS TO BRING ALONG TECHNICAL SKILLS IN AREAS LIKE PYTHON AND R, ALLOWING THEM TO WORK WITH ANY DATA SET. **HOWEVER, WHAT OUR HIRE COULD DO WITH DATA IS WHAT MATTERED. SHE WAS ABLE TO BUILD A PROPRIETARY ALGORITHM TO EVALUATE OUR CLIENTS' DIGITAL PRESENCE.**

**Angie Gette**, CMO, Emory Oak Partners - Advisory Council Member