

MASTER OF SCIENCE IN MARKETING

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



OPPORTUNITIES FOR ENGAGEMENT

ADVISORY COUNCIL

Serve as advocates for the program, offer industry perspective to help shape our internationally-recognized curriculum, and support our students by serving as a mentor and recruiting our talent.

CAPSTONE PROJECTS

Sponsor semester-long projects that provide our future leaders with an opportunity to experience and solve “real-world” challenges while creating immediate business value for your organization.

MEET OUR STUDENTS

Engage with our top-tier talent through information sessions, office hours, on-campus interviewing, resumé collection, speaking engagements and networking and hiring events. Reach out to the email listed to get in touch with our team and learn more.

TYPICAL JOB TITLES POST GRADUATION

Marketing Analyst
Category Analyst
Pricing Analyst
Data Analyst
Insights Associate

Marketing Manager
Product Marketing Manager
Account Manager
Digital Marketing Specialist
Strategic Marketing Specialist

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

CLASS OF 2025

Rank in the U.S.*

#2

*QS World University Rankings

Women : Men

49 : 16

Average Work Experience**

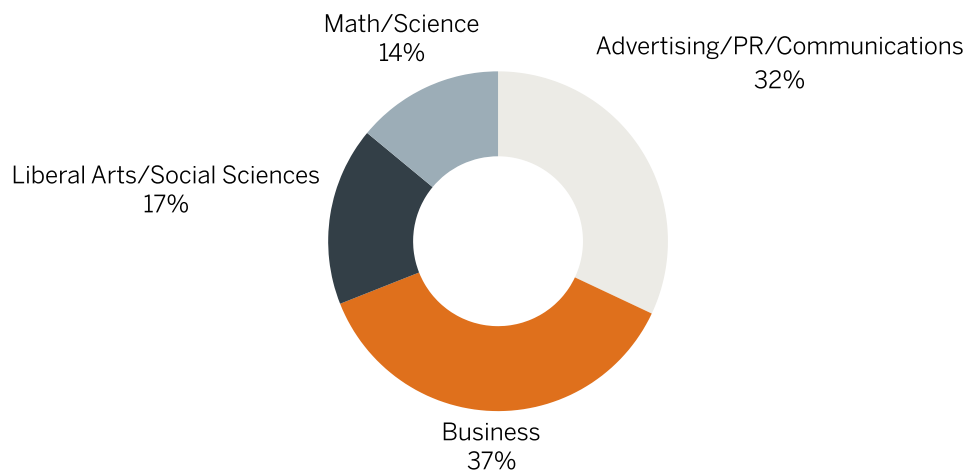
1 YR

Class Size

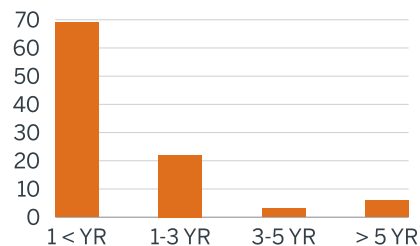
65

**43% Entering with Work Experience

PRE-MS UNDERGRAD DEGREE



PERCENTAGE OF WORK EXPERIENCE



COURSES

Marketing Management
Financial Management
Statistics for Marketing
Marketing Analytics I
Marketing Analytics II
Data Analysis & Visualization
Data Analysis & Dynamic Pricing
Brand & Growth Strategy
Design Thinking
Digital Marketing and Measurement
Consumer Behavior & Experimental
Design
Human Insights
Clients, Consulting & Communication
Market Data & Demand Modeling
SQL
Marketing Capstone

EMPLOYER TESTIMONY

DATA DRIVEN TO STAND OUT AT A DATA-DRIVEN ORGANIZATION LIKE META, YOU NEED THE DATA FLUENCY THE TEXAS MSM GIVES YOU. THE PROGRAM TEACHES YOU TO DEMONSTRATE CLEAR RESULTS WITH DATA, BUT MORE IMPORTANTLY, THE MSM TRAINS YOU TO USE YOUR DATA TO AFFECT THE BOTTOM LINE.

Beck Olp, Marketing Manager, Meta, MSM Alumni '18

INSIGHT-FOCUSED OUR TEXAS MSM HIRE DEFINITELY HAS THE CHOPS I WOULD EXPECT OF A TYPICAL "BUSINESS SCHOOL GRAD"—I.E., BEING ABLE TO RUN A REGRESSION ANALYSIS AND DETERMINE WHAT'S DRIVING QUALITY COMMUNITY PARTICIPATION ON IDEATION PROJECTS. ON THE FLIP-SIDE, HE CAN ALSO LOOK AT A CREATIVE TREATMENT OR SCRIPT, PICK APART WHAT'S WORKING, AND MAKE SUGGESTIONS ABOUT HOW TO IMPROVE UPON IT. THE KIND OF THINKING A GOOD CREATIVE DIRECTOR DOES AND ABSOLUTELY NOT SOMETHING I WOULD EXPECT FROM YOUR TYPICAL MBA.

CONTACT EMPLOYER RELATIONS

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