



The University of Texas at Austin
McCombs School of Business

MASTER OF SCIENCE IN MARKETING

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



CLASS OF 2026 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 2024

SALARY

Average Salary	\$73,021
Maximum Salary	\$100,000
Median Salary	\$73,500

EMPLOYMENT RATE

# of Job Seeking Students	37
% Received 1st Offer by Graduation	41%
% Received 1st Offer Within 6 Months	92%

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
Data Scientist

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

PROGRAM STATS

Rank in U.S.

#2

QS World University Rankings

MSM Alumni

405

Average Work Experience

1 YR

46% of Current Cohort
With Work Experience

Current Class Size

61