



The University of Texas at Austin
McCombs School of Business

MS MARKETING

EMPLOYMENT REPORT

CLASS OF

MSM

2025



WELCOME



A YEAR OF MOMENTUM: MSM CLASS OF 2025

We are proud to celebrate the achievements of the Texas McCombs Master of Science in Marketing (MSM) Class of 2025 with the strong outcomes they achieved.

As the largest MSM class to date, graduates reported an average base salary of \$73,575, reflecting strong demand for analytical, strategic, and customer-focused marketing talent. With 94% of graduates accepting offers, students secured roles in technology, marketing agencies, retail, consulting, and financial services.

Our graduates accepted roles across the Southwest and throughout the country, stepping into positions such as Marketing Analyst and Data Analyst, as well as roles in Product Marketing and Customer Success, where they contribute to business growth and customer impact.

We look forward to the MSM Class of 2025 continuing to shape the future of marketing in business.

Hook 'em,
Stefani Sereboff
Chief Career and Alumni Engagement Officer
McCombs Career Management and Corporate Relations

OVERALL MSM STUDENTS

WITHIN SIX MONTHS OF GRADUATION
94%
accepted post-graduation jobs with an average salary of \$73,575.

21%
Pre-graduation acceptance increase from 2023.

TOP 3 INDUSTRIES	2025
Technology	25%
Marketing Agency	16%
Retail	13%

TOP FUNCTIONS

84%
Marketing & Sales,
Business Data Analytics

10%
INCREASE IN
MARKETING & SALES



**73% OF GRADUATES
ACCEPTED ROLES IN
SOUTHWEST**

MSM CLASS OF 2025

CLASS PROFILE



CLASS PROFILE ENTERING FALL 2024

Class Size	65
Average Age	25.2
Women	75%
International Students	18%

WORK EXPERIENCE

One year or less	73%
More than one year, up to three years	16%
More than three years	11%

UNDERGRADUATE MAJORS

Business / Economics	55%
Humanities / Social Science	28%
Physical Science	8%
Other	5%
Computer Science / Information Technology	3%
Engineering	2%

MSM CLASS OF 2025

OFFER & COMPENSATION DETAILS

SUMMARY OF GRADUATES

	PERMANENT WORK AUTHORIZATION	NON-PERMANENT WORK AUTHORIZATION	TOTAL GRADUATING CLASS
Seeking Employment	51	11	62
Not Seeking Employment	2	1	3
Total	53	12	65

TIMING OF JOB OFFERS

	NO. STUDENTS SEEKING EMPLOYMENT	RECEIVED FIRST OFFER BY GRADUATION	RECEIVED FIRST OFFER BY 6 MONTHS GRADUATION
Permanent Work Authorization	51	41.2%	94.1%
Non-Permanent Work Authorization	11	27.3%	90.9%
Total	62	38.7%	93.5%

TIMING OF JOB ACCEPTANCES

	NO. STUDENTS SEEKING EMPLOYMENT	ACCEPTED OFFER BY GRADUATION	ACCEPTED FIRST OFFER BY 6 MONTHS GRADUATION
Permanent Work Authorization	51	41.2%	94.1%
Non-Permanent Work Authorization	11	27.3%	90.9%
Total	62	38.7%	93.5%

MSM CLASS OF 2025

OFFER & COMPENSATION DETAILS

BASE SALARY

	NO. REPORTING SALARY	SALARY MEAN	SALARY MEDIAN	SALARY RANGE
U.S. Citizen / Permanent Resident	36	\$68,391	\$65,000	\$14,141 – \$156,000
International	8	\$96,900	\$87,500	\$54,600 – \$160,000
Total	44	\$73,575	\$65,780	\$14,141 – \$160,000

SIGNING BONUS

	NO. REPORTING SIGNING BONUS	BONUS MEAN	BONUS MEDIAN	BONUS RANGE
U.S. Citizen / Permanent Resident	3	\$7,000	\$8,000	\$3,000 – \$10,000
International	2	N/A*	N/A*	N/A*
Total	5	\$9,260	\$8,000	\$3,000 – \$20,300

SUMMARY OF JOB OFFER SOURCES

	NO. REPORTING SOURCE	% OF TOTAL	MEAN BASE SALARY
Individual Networked Search or Personal Network	24	53%	\$75,403
Recruiting through Texas McCombs Corporate Partner Ecosystem, Alumni / Staff network or other UT Austin Resources	19	N/A*	N/A*
Internship Conversion through Individual Search	2	N/A*	N/A*

*Data points not meeting the minimum CSEA data requirements (minimum of three) are indicated by an N/A designation

MSM CLASS OF 2025

ACCEPTANCES AND SALARY

BY INDUSTRY*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
All Others+	19	34%	\$68,948	\$63,750	\$44,210 – \$120,000
Technology	14	25%	\$76,647	\$57,710	\$54,600 – \$156,000
Marketing Agency	9	16%	\$58,877	\$65,000	\$14,141 – \$75,000
Retail	7	13%	\$94,863	\$91,750	\$50,000 – \$160,000
Consulting	4	7%	\$70,000	\$72,500	\$50,000 – \$85,000
Financial Services	3	5%	\$76,270	\$72,000	\$52,811 – \$104,000

BY FUNCTION*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
Marketing / Sales					
Digital Marketing	9	16%	\$53,259	\$55,669	\$14,141 – \$75,000
Customer Success & Account Management	8	14%	\$72,467	\$54,800	\$54,600 – \$156,000
Other Marketing / Sales++	8	14%	\$79,865	\$72,500	\$50,000 – \$160,000
Marketing – Product & Services	7	13%	\$95,640	\$90,000	\$66,560 – \$136,000
Marketing Analytics	6	11%	\$97,670	\$95,340	\$80,000 – \$120,000
Data Analytics					
Other Analytics	5	9%	\$59,802	\$62,500	\$44,210 – \$70,000
Data Analytics / Data Science	4	7%	\$73,333	\$75,000	\$60,000 – \$85,000
All Others+++	9	16%	\$69,788	\$68,494	\$52,811 – \$104,000

*All students reporting job acceptances and salary details

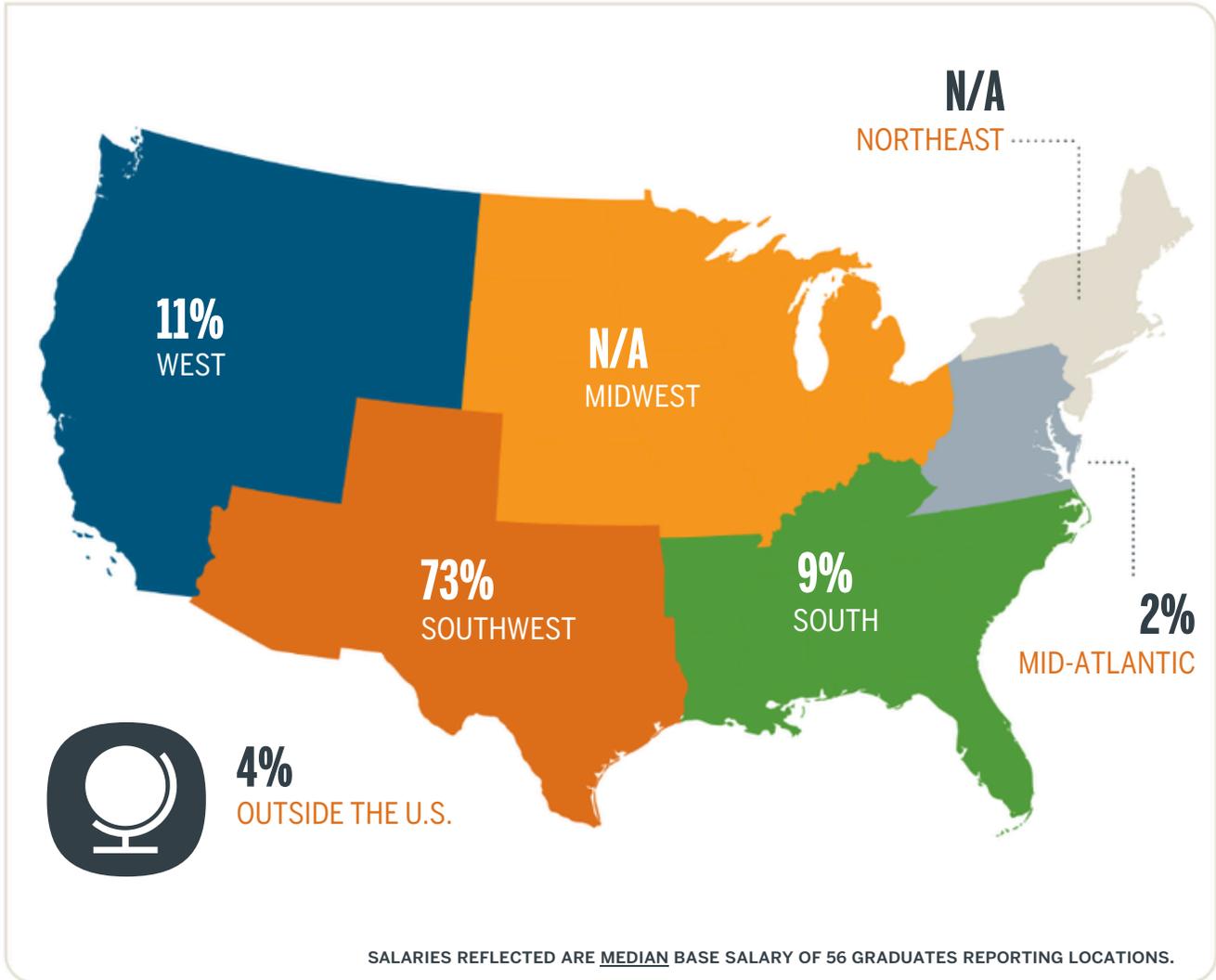
+All Others Industry includes: Consumer Packaged Goods, Healthcare, Hospitality, Manufacturing, Media / Entertainment, Non-Profit / Education, Sports / Leisure, Real Estate and Other.

++ Other Marketing / Sales includes: Branding / Brand Management, Consumer Insights / Research, Merchandising / Buying / Retail, Product Management, Other Marketing, Business Development and Other Sales

+++All Others Function includes: Private Wealth / Asset Management, General Management, Leadership Development, Strategy & Innovation, Operations / Logistics / Supply Chain, and Consulting –IT.

MSM CLASS OF 2025

OFFERS BY GEOGRAPHY



SELECT RECRUITING EMPLOYERS 2025



SELECT JOB TITLES

Strategist Roles

Marketing Manager

Marketing Coordinator

Product Marketing Manager

Product Marketing Associate

Insights Associate

Digital Marketing Strategist

Paid Media Specialist

Strategic Marketing Specialist

Analyst Roles

Marketing Analyst

Analyst

Business Analyst

Category Analyst

Data Analyst

Quantitative Research Analyst

Marketing Data Specialist

Senior Analytics Associate



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