



# 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		UNDERGRAD MAJORS	
Enrollment	61	Communication/PR/Advertising	23%
Female	80%	Business	36%
Male	20%	Humanities/Social Sciences	8%
U.S. Resident	79%	Information Systems/CS	5%
International Student	21%	Other	28%
Average GMAT	655		
Average GRE (V+Q)	322		

GMAT/GRE tests are optional

## EMPLOYMENT REPORT SUMMARY | CLASS OF 2025

SALARY		EMPLOYMENT RATE	
Average Salary	\$73,575	# of Job Seeking Students	62
Maximum Salary	\$160,000	% Received 1st Offer by Graduation	38%
Median Salary	\$765,780	% Received 1st Offer Within 6 Months	93%

  

RECRUITING EMPLOYERS		SELECT JOB TITLES	
Zendesk		Marketing Analyst	
7Eleven		Category Analyst	
Optimal		Digital Marketing Specialist	
Curative		Strategic Marketing Specialist	
UBER		Insights Associate	
Amazon		Product Marketing Manager	
Oracle			

**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

# 65