

#2 RANKED MASTER OF SCIENCE IN MARKETING

QS World University, 2025

DRIVE MARKETING STRATEGY WITH DATA, CREATIVITY, AND IMPACT.

Combining marketing fundamentals with advanced analytics, students learn to interpret data, influence strategy, and design impactful marketing solutions across industries.

WHY McCOMBS

- Connect with industry professionals that shape the curriculum to match real-world needs.
- Learn from faculty who combine marketing expertise with analytics and real business relevance.
- Receive personalized career coaching to help you land roles with top employers.
- Join the powerful McCombs alumni network of over 100,000 leaders across industries.
- Fast-track your marketing expertise in just 10-months.
- Study in Austin, a dynamic hub for business and innovation.

ONE OF THE MOST VALUABLE ASPECTS OF THE MSM PROGRAM WAS LEARNING HOW TO **TRANSFORM DATA** AND **ANALYTICS** INTO MEANINGFUL BUSINESS INSIGHTS THAT DRIVE **REAL BUSINESS DECISIONS**.

ANYA, CLASS OF 2026



The University of Texas at Austin
McCombs School of Business

Designed for the next generation of data-savvy marketers. The MS Marketing program blends strategy with analytics to prepare students for a fast-changing digital economy.

CURRICULUM HIGHLIGHTS

Marketing Analytics I, II, & III
AI in Marketing
Data Visualization and Storytelling
Market Data and Demand Modeling
Brand and Growth Strategy

RECENT JOB TITLES

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

SAMPLE COMPANIES THAT HIRED MSM GRADS

Zendesk
7Eleven
Optimal
PMG
Amazon
Dell
Oracle

SALARY STATS

Average Salary | \$73,575
Salary High | \$160,000
93% secured jobs within 6 months of graduation

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