



The University of Texas at Austin  
McCombs School of Business

**MS MARKETING**

**EMPLOYMENT**

**REPORT**

CLASS OF

**MSM**

2024



# WELCOME



We are grateful to the entire Texas McCombs community of faculty, staff, employers, and alumni who have come together to support our MSM Class of 2024. This year, 87% of our students secured job offers within six months of graduation, with an average starting salary of \$73,021—a notable increase of 15% since 2020.

Our career management team strategically tailored our MS career curriculum and programming to align with the shifting dynamics of the recruiting landscape and the evolving interests of our students. This proactive approach has equipped our graduates with the necessary skills to both successfully launch and develop their careers over time.

MSM students continue to have presence across industries, with 30% landing in Consulting, including marketing agencies. In addition, the Technology sector saw growth this year with 27% of marketing students accepting positions, up 12 percent from the previous year. Other industries with notable increases include Manufacturing (10%), Retail (7%) and Hospitality (7%). Financial services had a strong showing of 7% this year as well.

While marketing roles had a strong showing of 47% for students accepting jobs, analytics roles continue to grow with 40% of students, and increase of 14% from the previous year, and includes those accepting marketing analytics roles.

Geographically, the majority of our Texas MSM graduates, 70%, chose to stay in the Southwest region, with 15% of graduates relocating to the Midwest and 7% in the West region, and the remaining students taking roles in the Northeast and Mid-Atlantic.

The MSM Class of 2024 exemplifies the program's ability to prepare graduates for a dynamic job market. As our alumni network grows, we remain committed to strengthening career pathways and expanding opportunities for future MSM students.

Congratulations to the MSM Class of 2024, and thank you to our McCombs community for your continued support in shaping the success of our students.

Hook 'em,  
Stefani Sereboff, Senior Assistant Dean  
McCombs Career Management and Corporate Relations



MSM CLASS OF 2024

# CLASS PROFILE



## CLASS PROFILE ENTERING FALL 2023

Class Size	38
Average Age	24
Average Years Worked	0.7
Women	76%
International Students	24%

## WORK EXPERIENCE

One year or less	84%
More than one year, up to three years	8%
More than three years, up to five years	3%
More than five years	5%

## UNDERGRADUATE MAJORS

Business / Economics	45%
Humanities / Social Science	26%
Other	16%
Engineering	8%
Physical Science	5%

# OFFER & COMPENSATION DETAILS

## SUMMARY OF GRADUATES

	PERMANENT WORK AUTHORIZATION	NON-PERMANENT WORK AUTHORIZATION	TOTAL GRADUATING CLASS
Seeking Employment	29	8	37
Not Seeking Employment	0	1	1
<b>Total</b>	<b>29</b>	<b>9</b>	<b>38</b>

## TIMING OF JOB OFFERS

	NO. STUDENTS SEEKING EMPLOYMENT	RECEIVED FIRST OFFER BY GRADUATION	RECEIVED FIRST OFFER BY 6 MONTHS GRADUATION
Permanent Work Authorization	29	44.8%	89.7%
Non-Permanent Work Authorization	8	25.0%	100.0%
<b>Total</b>	<b>37</b>	<b>40.5%</b>	<b>91.9%</b>

## TIMING OF JOB ACCEPTANCES

	NO. STUDENTS SEEKING EMPLOYMENT	ACCEPTED OFFER BY GRADUATION	ACCEPTED FIRST OFFER BY 6 MONTHS GRADUATION
Permanent Work Authorization	29	34.5%	82.8%
Non-Permanent Work Authorization	8	25.0%	100.0%
<b>Total</b>	<b>37</b>	<b>32.4%</b>	<b>86.5%</b>



**MSM CLASS OF 2024**

# OFFER & COMPENSATION DETAILS

## BASE SALARY

	NO. REPORTING SALARY	SALARY MEAN	SALARY MEDIAN	SALARY RANGE
Permanent Work Authorization	20	\$70,325	\$70,000	\$52,000 - \$85,000
Non-Permanent Work Authorization	6	\$82,007	\$82,020	\$65,000 - \$100,000
<b>Total</b>	<b>26</b>	<b>\$73,021</b>	<b>\$73,500</b>	<b>\$52,000 - \$100,000</b>

## SIGNING BONUS

	NO. REPORTING SIGNING BONUS	BONUS MEAN	BONUS MEDIAN	BONUS RANGE
Permanent Work Authorization	5	\$5,100	\$5,000	\$3,000 - \$7,500
Non-Permanent Work Authorization	0			
<b>Total</b>	<b>5</b>	<b>\$5,100</b>	<b>\$5,000</b>	<b>\$3,000 - \$7,500</b>

## SUMMARY OF JOB OFFER SOURCES

	NO. REPORTING SOURCE	% OF TOTAL	MEAN BASE SALARY
Individual Networked Search or Personal Network	16	59%	\$72,203
Recruiting through Texas McCombs Corporate Partner Ecosystem, Alumni / Staff network or other UT Austin Resources	10	37%	\$73,550
Internship Conversion through Individual Search	1	4%	N/A**

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

# ACCEPTANCES BY INDUSTRY

## ACCEPTANCES AND SALARY BY INDUSTRY\*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
Technology	8	27%	\$78,143	\$80,000	\$60,000 - \$85,000
Marketing Agency	5	17%	\$71,400	\$68,000	\$55,000 - \$100,000
Consulting	4	13%	\$69,167	\$67,500	\$55,000 - \$85,000
Manufacturing	3	10%	\$56,333	\$55,000	\$52,000 - \$62,000
Other+	10	33%	\$77,255	\$80,020	\$60,000 - \$93,000

\*All students reporting job acceptances and salary details

+Other Industry includes: Financial Services, Hospitality, Media / Entertainment, Non-Profit / Education, Retail and Sports / Leisure.

# ACCEPTANCES BY FUNCTION

## ACCEPTANCES AND SALARY BY FUNCTION\*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
<b>MARKETING/SALES</b>					
Marketing Analytics	11	37%	\$76,304	\$75,520	\$60,000 - \$100,000
Other Strategic Marketing+	7	23%	\$73,083	\$75,000	\$55,000 - \$85,000
Digital Marketing	4	13%	\$75,000	\$85,000	\$55,000 - \$85,000
Other Sales+	3	10%	\$62,333	\$60,000	\$52,000 - \$75,000
<b>ALL OTHER++</b>	4	13%	\$66,667	\$68,000	\$55,000 - \$77,000
<b>DATA ANALYTICS / DATA SCIENCE</b>	1	3%	N/A**	N/A**	N/A**

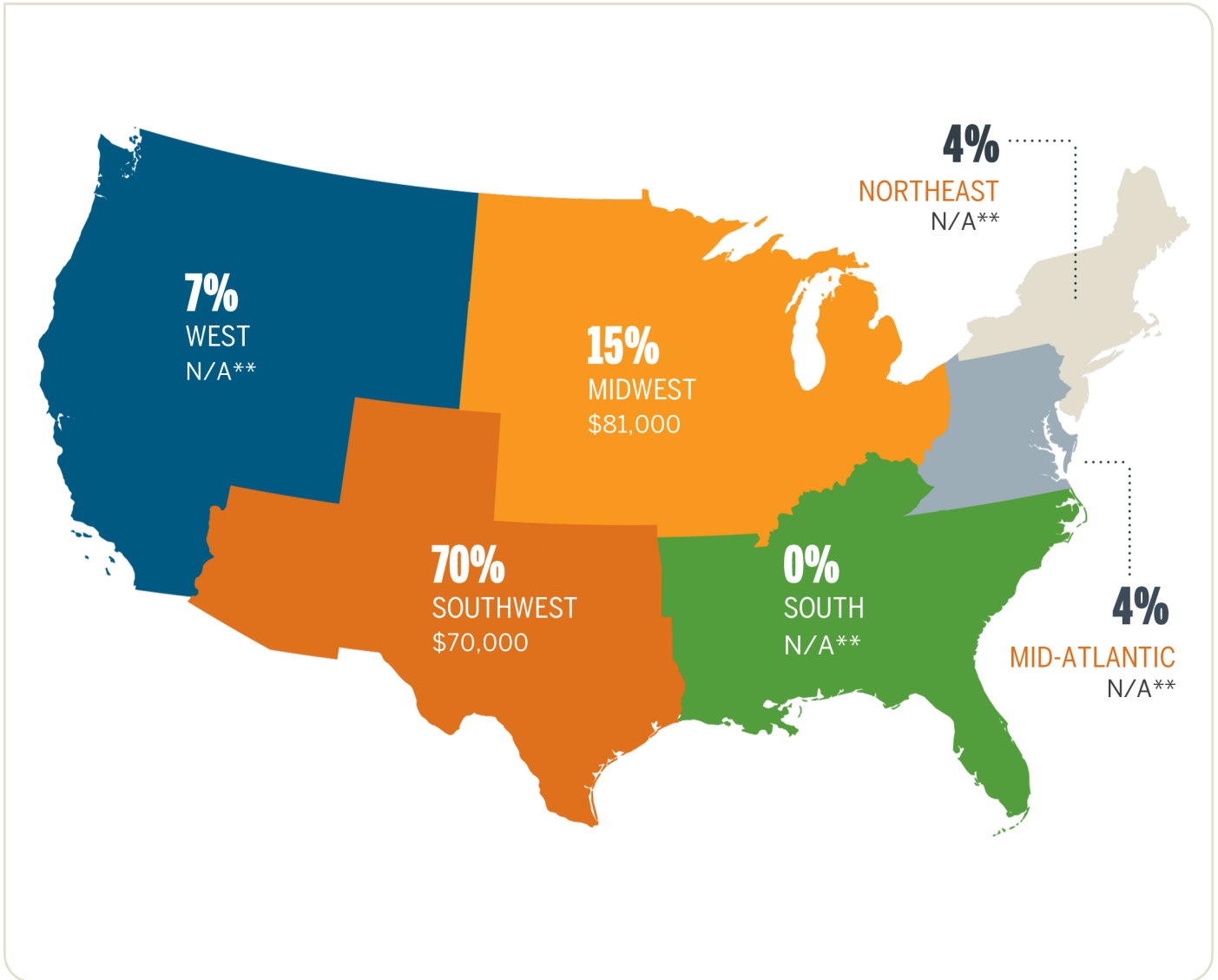
\*All students reporting job acceptances and salary details

+ Other Sales includes: Business Development and Other Sales

+ Other Strategic Marketing includes: Branding / Brand Management, Consumer Insights / Research, Marketing Consulting and Product & Services Marketing

++All Other Function includes: General Management, Information Technology, Operations / Logistics / Supply Chain

# OFFERS BY GEOGRAPHY



SALARIES REFLECTED ARE MEDIAN BASE SALARY OF 26 STUDENTS REPORTING

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



## SELECT RECRUITING EMPLOYERS 2024

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**PROPHET**



**PMG**



**LANGSTON**

**SAMSUNG**



## SELECT JOB TITLES

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### Strategist Roles

Digital Marketing Specialist

Account Manager

Marketing Manager

Insights Associate

Product Marketing Manager

Strategic Marketing Specialist

### Analyst Roles

Marketing Analyst

Category Analyst

Data Scientist

Pricing Analyst



The University of Texas at Austin  
**McCombs School of Business**

Robert B. Rowling Hall | 300 W. Martin Luther King Jr. Blvd.  
RRH 2.350 / B6004 | Austin, Texas 78712

[TexasMBA@mcombs.utexas.edu](mailto:TexasMBA@mcombs.utexas.edu) | [TexasMBA.com](http://TexasMBA.com)