

2021 EMPLOYMENT REPORT



The University of Texas at Austin
McCombs School of Business

MASTER OF SCIENCE MARKETING

LETTER FROM THE DIRECTOR OF CAREER EDUCATION & COACHING



The University of Texas at Austin
McCombs School of Business

In the tumultuous second year of the COVID-19 pandemic, our students, faculty, and staff rallied to create strong employment outcomes for MS Marketing in 2021. **At graduation, 57%** of MSM class of 2021 students had accepted an offer. Job acceptances increased to **97% by 6 months after graduation**. These outcomes highlight the resilience, tenacity, and hard work of our students and staff.

Our class of 2021 MSM students joined us in summer 2020, when the pandemic was just getting started. Students faced incredible challenges, not least of which was completing a demanding course load while learning how to network and interview in a largely virtual environment. Students rose to the challenge, achieving an overall starting salary average of **\$66,020** by six months after graduation.

Our team of career management professionals have adapted and improved our career curriculum and programming to **respond to the changing demands** of both the recruiting landscape and student interest. We are giving students the skills necessary to successfully launch their careers, whether with employers in our ecosystem or with employers yet to join our ecosystem.

Additionally, we have continued to **invest in growing the MSM employer ecosystem**, and that investment is paying off in the form of newly open doors and emerging pathways to meaningful work. The following report reflects the breadth of industries and job functions secured by our graduates. As our alumni base grows, so does our employer ecosystem, and we look forward to partnering with more companies to bring opportunity to future MSM students.

We are proud of the success of our MSM class of 2021 graduates and are glad to have contributed to launching their careers during the ongoing pandemic. We look forward to seeing how our graduates go out and change the world. Hook'em!

Merri Su Ruhmann, Director of MS Career Education & Coaching



MSM CLASS OF 2021 EMPLOYMENT REPORT



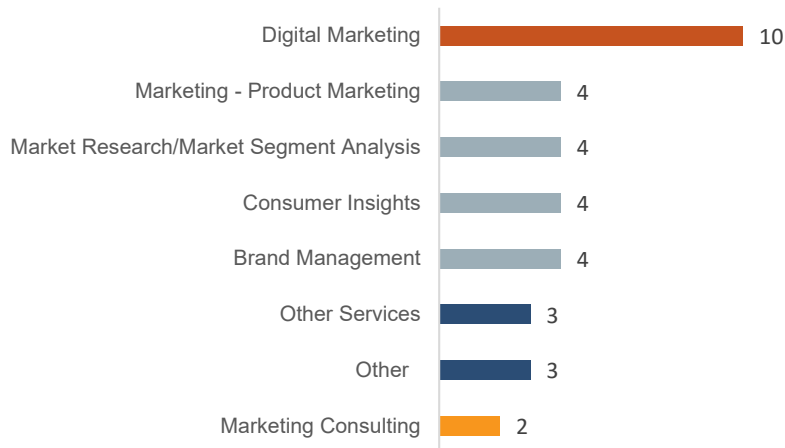
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SALARY STATISTICS

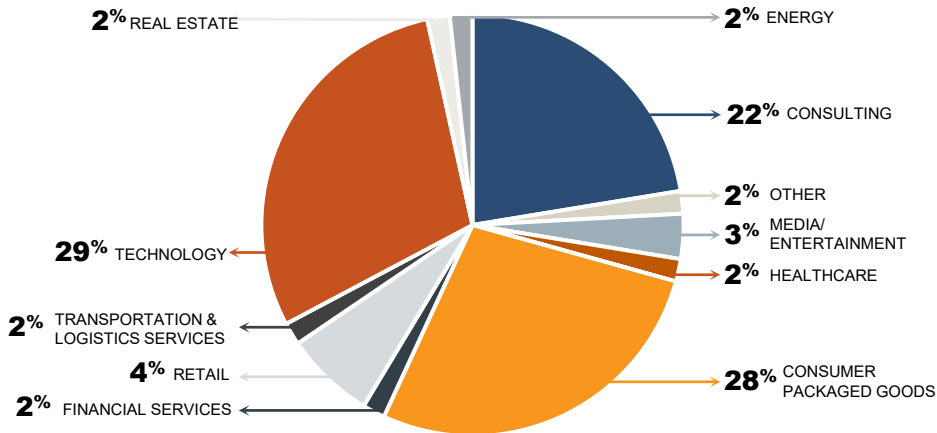


\$6,345 AVERAGE SIGNING BONUS

MARKETING/SALES JOB FUNCTION



JOB INDUSTRIES



| JOB FUNCTION | % OF STUDENTS REPORTING |
|--------------------|-------------------------|
| Marketing/Sales | 60% |
| Other | 30% |
| Consulting | 7% |
| General Management | 3% |
| Total | 100% |

MSM CLASS OF 2021 EMPLOYMENT SUMMARY



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| Salary Compensation | Average Base | Median Base | Minimum Base | Maximum Base | Avg. Sign On Bonus |
|-----------------------------------|------------------|------------------|------------------|-------------------|--------------------|
| U.S. Citizen / Permanent Resident | \$ 65.4 K | \$ 65.0 K | \$ 30.0 K | \$ 130.0 K | \$ 7.1 K |
| Foreign National | \$ 71.0 K | \$ 70.0 K | \$ 36.0 K | \$ 120.0 K | - |
| Total | \$ 66.0 K | \$ 65.0 K | \$ 30.0 K | \$ 130.0 K | \$ 6.3 K |

*Salary report is based upon usable salary information on 86.4% of graduates who accepted a job offer 6 mo. after graduation.

| Top Job Titles | Timing of Offers & Accepts | Number Seeking | At Graduation | | 6-Months Post Graduation | | No Reported Offer by 6-Mo. After Graduation | |
|----------------------|----------------------------|----------------|---------------|------------|--------------------------|------------|---|-----------|
| | | | # | % | # | % | # | % |
| ANALYST | | 61 | | | | | | |
| ASSOCIATE STRATEGIST | | | | | | | | |
| MARKETING ASSOCIATE | | | | | | | | |
| PAID SEARCH ANALYST | | | | | | | | |
| ACCOUNT MANAGER | | | | | | | | |
| | Job Offers | 61 | | | | | | |
| | U.S. / Permanent Resident | | 32 | 52% | 21 | 34% | 1 | 2% |
| | Foreign National | | 5 | 8% | 1 | 2% | 1 | 2% |
| | Total | | 37 | 61% | 22 | 36% | 2 | 3% |
| | Job Accepts | 61 | | | | | | |
| | U.S. / Permanent Resident | | 30 | 49% | 23 | 38% | 1 | 2% |
| | Foreign National | | 5 | 8% | 1 | 2% | 1 | 2% |
| | Total | | 35 | 57% | 24 | 39% | 2 | 3% |



| | | | |
|----------------------|-----------------------------|-------------------------|-------------------------|
| Adlucent | Epicor | Kantar Consulting | Saatchi & Saatchi |
| Advantage Solutions | Epicor Software | Keurig Dr Pepper | Saatva |
| Amazon | Ernst & Young | Khoros | Spectacle Strategy |
| Anaconda | Esri | Known | Springbox |
| Baker Botts LLP | Favor | L'Oreal | Sunoco LP |
| Brinks Home | Genpact | Mars | Tabella |
| ConsumerAffairs | Gerson Lehrman Group | Media Assembly | Target |
| Data Decisions Group | Glazer's Beer and Beverage | Neiman Marcus Group | The Langston Co. |
| Dell | Global Tobacco | OJO Labs | The Richards Group |
| Deloitte | GSD&M | OpenSymmetry | Tiktok |
| Dentsu X | H-E-B | PMG | Uptown Sports Marketing |
| Digitas | Harrell Investment Partners | Prophet | Wunderkind |
| EightPM | Insurity | rewardStyle | |
| Eli Lilly & Company | Janji | Rokt | |

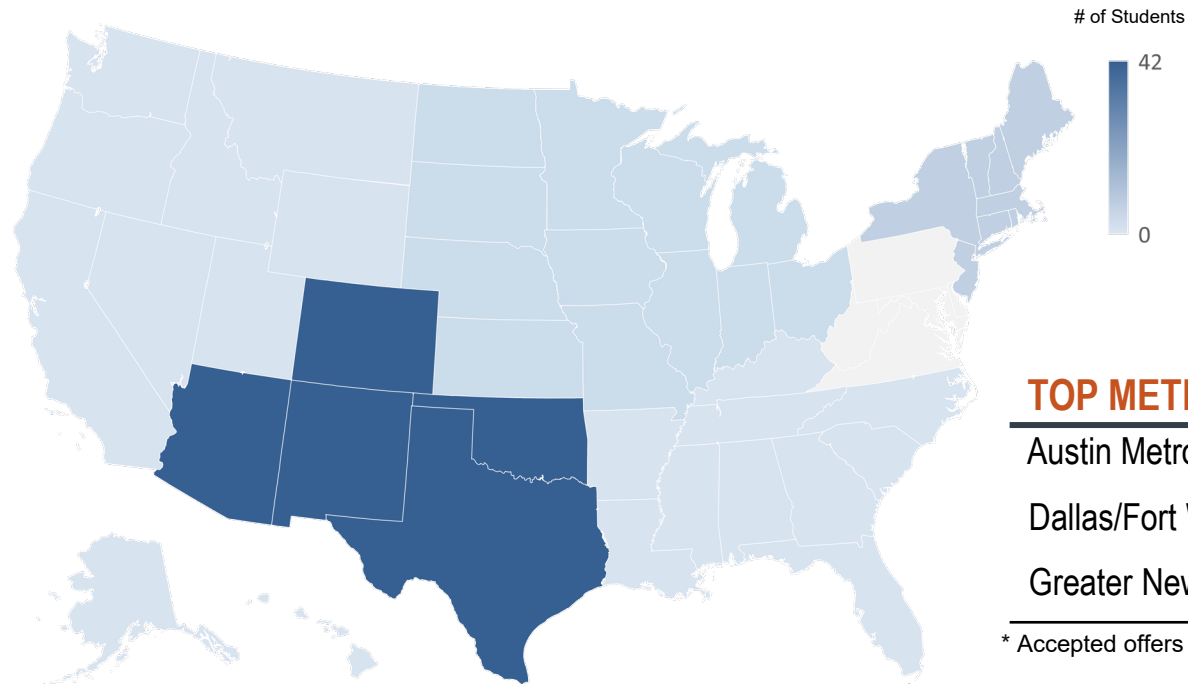
*Top hiring companies are bolded

MSM CLASS OF 2021 EMPLOYMENT SUMMARY



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JOB ACCEPTS GEOGRAPHIC BREAKDOWN



TOP METROS

| | # |
|-------------------------|----|
| Austin Metro | 30 |
| Dallas/Fort Worth Metro | 9 |
| Greater New York Metro | 6 |

* Accepted offers without known location are excluded from all calculations

**SOURCE JOB OFFERS****School-Facilitated Activities (36%)**

On-campus recruiting, internships,
Resume Book, Staff Referral,
Career Fair

Student-Facilitated Activities (64%)

Personal Network, Internet Search
Sites, Student Facilitated Internship

POST-PROGRAM INTENTIONS

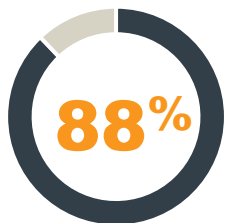
| | # | % |
|--------------------------------------|----|------|
| Total Graduates | 66 | 100% |
| Graduates Seeking Employment | 61 | 92% |
| Graduates Not Seeking Employment | 5 | 8% |
| Continuing Education | 2 | 3% |
| Sponsored Job | - | - |
| Starting a New Business | - | - |
| Other | 3 | 5% |
| Graduates with No Recent Information | 0 | 0% |

10
MONTHS**PROGRAM
LENGTH****66** CLASS
SIZE**PROGRAM DELIVERY
ON-SITE**

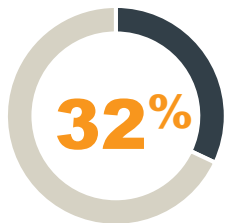
CLASS OF 2021 MSM CLASS PROFILE



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of 2021 graduates were **domestic** students. The remaining 12% were **international** students.



of 2021 graduates are **male**. The remaining 68% are **female**.

Top Undergraduate Majors**

| | |
|--------------|-------------|
| Technical* | 2% |
| Business | 20% |
| Other | 78% |
| Total | 100% |

*Technical is generally defined as non-business majors in the science and engineering disciplines.

**Based on the total number of students undergraduate major information.

24
AVERAGE AGE

604
AVG. GMAT

15.0
AVG. MONTHS
WORK EXP.

Professional Experience Prior to Graduation***

| | # | % |
|---|-----------|-------------|
| One year or less | 37 | 67% |
| More than one year, up to three years | 11 | 20% |
| More than three years, up to five years | 6 | 11% |
| More than five years | 1 | 2% |
| Total | 55 | 100% |

*** Accepted offers without known Professional Experience are excluded from all calculations.