MASTER OF SCIENCE IN MARKETING FACTSHEET

CLASS OF 2023 PROFILE

CLASS STATS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment - All</td>
<td>58</td>
</tr>
<tr>
<td>Female</td>
<td>79%</td>
</tr>
<tr>
<td>Male</td>
<td>21%</td>
</tr>
<tr>
<td>U.S./Permanent Resident</td>
<td>81%</td>
</tr>
<tr>
<td>International</td>
<td>19%</td>
</tr>
<tr>
<td>Average Undergrad GPA</td>
<td>3.63</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>601</td>
</tr>
<tr>
<td>Average GRE (V + Q)</td>
<td>309</td>
</tr>
</tbody>
</table>

UNDERGRAD MAJORS

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/Communications/PR</td>
<td>20%</td>
</tr>
<tr>
<td>Business</td>
<td>28%</td>
</tr>
<tr>
<td>Liberal Arts/Social Science</td>
<td>28%</td>
</tr>
<tr>
<td>Economics</td>
<td>7%</td>
</tr>
<tr>
<td>Engineering</td>
<td>5%</td>
</tr>
<tr>
<td>Mathematics/Science</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

CLASS OF 2021 EMPLOYMENT OUTCOMES*

SALARY

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Salary</td>
<td>$66,020</td>
</tr>
<tr>
<td>Maximum Salary</td>
<td>$130,000</td>
</tr>
<tr>
<td>Median Salary</td>
<td>$65,000</td>
</tr>
</tbody>
</table>

PLACEMENT

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Job Seeking Students</td>
<td>61</td>
</tr>
<tr>
<td># of Job Seeking Students Employed</td>
<td>59</td>
</tr>
<tr>
<td>% of Job Seeking Students Employed</td>
<td>97%</td>
</tr>
</tbody>
</table>

TOP JOB TITLES

- Analyst
- Associate Strategist
- Marketing Associate
- Paid Search Analyst
- Account Manager

SAMPLE EMPLOYERS

- Adlucent
- Amazon
- Dell
- H-E-B
- Keurig Dr Pepper
- L’Oreal
- Mars
- PMG
- Target
- TikTok

TOP-RANKED

NO.2 MARKETING MASTER’S IN THE U.S.
QS World University Rankings

A LIFELONG BOND

58 COHORT SIZE OF MSM CLASS OF 2023

FUTURE FOCUSED

97% OF MSM STUDENTS RECEIVED JOB OFFERS 6 MONTHS POST-GRADUATION

*Data as of May 2022 reported to MBA CSEA for Class of 2021