MASTER OF SCIENCE IN MARKETING FACTSHEET

CLASS OF 2023 PROFILE

CLASS STATS
- Enrollment: 58
- Female: 79%
- Male: 21%
- U.S./Permanent Resident: 81%
- International: 19%
- Average Undergrad GPA: 3.63
- Average GMAT: 609
- Average GRE (V + Q): 309

UNDERGRAD MAJORS
- Advertising/Communications/PR: 20%
- Business: 28%
- Liberal Arts/Social Science: 28%
- Economics: 7%
- Engineering: 5%
- Mathematics/Science: 9%
- Other: 3%

CLASS OF 2022 EMPLOYMENT OUTCOMES*

SALARY
- Average Salary: $74,174
- Maximum Salary: $110,000
- Median Salary: $75,000

EMPLOYMENT RATE
- # of Job Seeking Students: 55
- % of Job Seeking Students Employed: 51
- # of Job Seeking Students Employed: 93%

TYPICAL JOB TITLES
- Marketing Analyst
- Category Analyst
- Digital Marketing Specialist
- Pricing Analyst
- Data Scientist
- Account Manager
- Marketing Manager
- Insights Associate

TOP EMPLOYERS
- TikTok
- Dell
- Horizon Media
- PMG
- Adlucent
- Expedia
- Keurig Dr Pepper
- Springbox

*Data as of January 2023 reported to MBA CSEA for Class of 2022