

# MASTER OF SCIENCE IN MARKETING

## EMPLOYMENT & COMPENSATION SUMMARY: FULL-TIME HIRES

Spring 2022 Graduates	90.8%
Average Base Salary	\$77,500
Base Salary Range	\$48,000 - \$130,000
Hires in North America	81%
Hires in Asia Region	18%

## GEOGRAPHIC SUMMARY

Atlanta - GA	Hong Kong	Pleasanton - CA	Seattle - WA
Beijing - China	Houston - TX	Riverwoods - IL	Shanghai - China
Bellevue - WA	Los Angeles - CA	San Diego - CA	Taipei - Taiwan
Berlin - Germany	Mumbai - India	San Francisco - CA	Vienna - VA
Guangzhou - China	New York - NY	Santa Monica - CA	Washington - DC

## POSITIONS THAT MSMKT STUDENTS ACCEPTED FULL-TIME POSITIONS

Account Specialist	Client Advisor	Marketing Analytics Analyst
Associate Account Executive	Communications Director	Marketing Coordinator
Associate Analytics Manager	Creative Copywriter	Marketing Strategist
Associate Brand Manager	Digital Analytics Analyst	Performance Marketing Specialist
Brand Marketing Lead	Digital Marketing Specialist	Product Marketing Manager
Brand Specialist	eCommerce Assistant	Project Manager
Business Intelligence Analyst	Global Account Executive	Senior Marketing Specialist
Capabilities and Insights Analyst	Graphic/Web Designer	Senior Strategic Analyst
Channel Marketing Associate	Growth Marketing Manager	

## EMPLOYERS WHO HIRED MSMKT FULL-TIME POSITIONS

Alpha Sights	Discover Financial	Mattel	Starlight Media
Amazon	Elysian Park Ventures	McKinsey & Company	Strong Automotive
Aputure	Equity Prime Mortgage	NBCUniversal	StubHub
Bamboo	First Republic Bank	Nestle USA	Sunfish Technologies
BBDO Worldwide	Flor de Cana	Newfold Digital	Tawa Services, Inc.
BCW Global	Gap Inc.	Novo Nordisk A/S	Tencent
Benefit Cosmetics	Georgia-Pacific	Nuliv Wellness Institute	The California Club
Bloomberg L.P.	Go Freight	Paramount Pictures	The Coral Group
Brand Knew	Golden West Foods	PHD Media	Warner Bros.
Bright Dairy & Food	Happy Money	Pluto TV	Weber Shandwick
Capital Group	Hulu	PowerSchool	WireBarley
China Merchants Group	Illumina, Inc.	Procter & Gamble	WiseSoft, LLC
Crocs	Invictus Marketing Solutions	Publicis Media	Yamibuy
Curinos	LG Health Care	PwC China & Hong Kong	Yili
DAS42	Lippincott	Satori Marketing	Zam Network
Dermalogia	Los Angeles Times	SM Entertainment USA	ZS Associates
Discover Financial	Louis Vuitton	Snap Inc.	