

MASTER OF SCIENCE IN MARKETING

EMPLOYMENT & COMPENSATION SUMMARY: FULL-TIME HIRES

Spring 2023 Graduates*	100%
Average Base Salary	\$73,135
Base Salary Range	\$36,000 - \$105,000
Hires in North America	82%
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	Communications Director	Marketing Analytics Analyst
Associate Account Executive	Creative Copywriter	Marketing Coordinator
Associate Analytics Manager	Digital Analytics Analyst	Marketing Strategist
Associate Brand Manager	Digital Marketing Specialist	Optimization Analysts
Brand Marketing Lead	eCommerce Assistant	Performance Marketing Specialist
Brand Specialist	Global Account Executive	Product Marketing Manager
Business Intelligence Analyst	Graphic/Web Designer	Senior Marketing Specialist Senior
Capabilities and Insights Analyst	Growth Marketing Manager	Sports Marketing Intern
Channel Marketing Associate	Institutional Sales Trainee	Strategic Analyst

EMPLOYERS WHO HIRED MSMKT FULL-TIME POSITIONS

ADP	Duty Free Stores	Mattel	Schell Games
Alibaba Group	Discover Financial	Murad Skincare	Steer Health
Amazon	Game Vision	NBCUniversal	The Trade Desk
Audi	Gap Inc.	Nestle USA	StubHub
Bloomberg L.P	Hulu	Oakley, Inc.	Tencent
Bright Lion International	Infinity Creative Agency	Paramount Pictures	Ulta Beauty
Capital One	Invictus Marketing Solutions	PGA Tour	Warner Bros. Discovery
Circadia Health	KPMG LLP	Pluto TV	Wayfarer Studios
Digital Room LLC	LightInTheBox	Procter & Gamble	Wunderman Thompson
DoorDash	Lume Deodorant	PwC China & Hong Kong	