

MASTER OF SCIENCE IN MARKETING

Employment & Compensation Summary: Full-Time Hires

Spring 2024 Graduates*	94%
Average Base Salary* ¹	\$53,627
Base Salary Range	\$14,904 - \$105,000
Hires in North America	83%
International Hires	17%

Geographic Summary

Arcadia - CA	Carson - CA	Fullerton - CA	New York - NY	Santa Monica - CA	Torrance - CA
Austin - TX	City Of Industry - CA	Huntington Beach - CA	Norco - CA	Seattle - WA	West Hollywood - CA
Beijing - China	Culver City - CA	Irvine - CA	Ontario - CA	Shanghai - China	
Bentonville - AR	Dallas - TX	Los Angeles - CA	Palo Alto - CA	Sunnyvale - CA	
Beverly Hills - CA	Dongguan - China	Monterey Park - CA	Pittsburgh - PA	Taipei - Taiwan	

Sample Full-Time Positions Students Accepted

Account Executive	Customer Success Manager	Marketing Strategist	Relationship Manager
Account Manager	Digital Analyst	Marketing Strategy Analyst	Sales and Marketing Coordinator & Procurement Support
Ad Operation	Digital Marketing Analyst	Merchandise Assistant	Senior Associate, Marketing Science
Advertising Account Manager	Digital Media Strategist	Operation Coordinator	Senior Marketing Specialist
Analyst, Sports & Brands Insights	Manager Assistant	Performance Marketing Specialist	Social Media Marketing Website
Associate Digital Marketing Strategist	Marketing Analyst	PR & Communications Associate	Social Media Coordinator
Buyer	Marketing and Branding Director	Product & Growth Manager	WPB Management Trainee
Category Manager	Marketing Manager	Product Marketing Specialist	
	Marketing Specialist		

Sample Employers Who Hired Full-Time Positions

Allstate Insurance Co.	Duke 65	Sam's Club - Walmart
Aosom LLC	F1 Hire	Skycross Service Station, Inc.
Austin Spurs	HSBC	SlabSpace Sports Cards
Baidu USA	Hungry Panda	Temu
Bank of America	InCharge Energy	The Walt Disney Company
Becton Dickinson & Co.	Innerbody Research	ThingLink
Bergdorf Goodman	KK Group	TikTok
ByteDance	KPMG	Uber
Cenntro Electric Group	Miller Ink	United Talent Agency
Chowbus	NBCUniversal	VML
Clear Channel Outdoor	NKZ Corporation	Wefluens
Click Intermedia Corp.	ODK Media	Within
Crossing Inc.	OMD USA	Witti Marketing
CVAL Innovations	Premio	WJB Bearings, Inc.
Dermalogica	Rongtuo, Inc.	William Morris Endeavor

*At 6 months post-graduation

¹ Purchasing power parity (PPP) was not considered in the final salary calculations for students who reported salaries in non-US dollar currencies.