The University of Texas at Austin
McCombs School of Business

MASTER OF SCIENCE IN MARKETING FACTSHEET

CLASS OF 2024 PROFILE

CLASS STATS

Enrollment	38
Female	76%
Male	24%
U.S./Permanent Resident	76%
International	24%
Average Undergrad GPA	3.69
Average GMAT	600
Average GRE (V + Q)	156

GMAT/GRE scores now optional

UNDERGRAD MAJORS

Business	42%
Communication	32%
Humanities/Social Science	13%
Engineering	8%
Mathematics/Physical Science	5%

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

TOP-RANKED

NO.2

MARKETING MASTER'S IN THE U.S.

QS World University Rankings

A LIFELONG BOND

302

TOTAL NUMBER OF MSM ALUMNI

FUTURE FOCUSED

93%

OF MSM STUDENTS RECEIVED JOB OFFERS 6 MONTHS POST-GRADUATION

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