



The University of Texas at Austin
McCombs School of Business

MS MARKETING

EMPLOYMENT

REPORT

CLASS OF
MSM
2023



WELCOME



We are grateful to the entire Texas McCombs community of faculty, staff, employers, and alumni who have come together to support our MSM Class of 2023. This year, 91% of our students have secured job offers within six months of graduation, with an average starting salary of \$68,683—a increase of 7.7% since 2020.

Our career management team has effectively tailored our MS career curriculum and programming to align with the shifting dynamics of the recruiting landscape and the evolving interests of our students. Our proactive approach has equipped our graduates with the necessary skills to both successfully launch and develop their careers over time.

MSM students continue to have presence across industries, with 40% landing in Consulting, including marketing agencies, 15% in the Technology sector and 9% in Retail. In addition, Financial Services saw growth this year with 9% of marketing students accepting positions, an increase of 5% from the previous year. Other industries include Manufacturing (4%), Media/Entertainment (4%), and Hospitality (4%).

Functional areas have remained somewhat consistent within these industries with 62% of MSM graduates working in marketing strategy roles, 26% working in analytics roles, an increase of 8% since 2022 and 4% in consulting functions.

Geographically, the majority of our Texas MSM graduates, 83%, chose to stay in the Southwest region, with 5% of graduates relocating to the West and 5% in the South region.

The MSM class of 2023 exemplifies the program's ability to prepare students for a dynamic and evolving job market, equipping them with skills that are sought after in various industries and regions. We are continuing to invest in the MSM employer ecosystem and as our alumni base grows, so does our network of employers. We look forward to continuing to cultivate partnerships and expand opportunities for future MSM students.

Hook 'em,
Stefani Sereboff, Senior Assistant Dean
McCombs Career Management and Corporate Relations

MSM CLASS OF 2023

CLASS PROFILE



CLASS PROFILE ENTERING FALL 2022

Class Size	58
Average Age	25
Average Years Worked	0.9
Women	79%
International Students	19%

WORK EXPERIENCE

One year or less	72%
More than one year, up to three years	21%
More than three years, up to five years	3%
More than five years	3%

UNDERGRADUATE MAJORS

Business / Economics	36%
Humanities / Social Science	31%
Communications	19%
Engineering	5%
Physical Science	5%
Computer Science / Information Technology	2%
Not Reported	2%

OFFER & COMPENSATION DETAILS

SUMMARY OF GRADUATES

	PERMANENT WORK AUTHORIZATION	NON-PERMANENT WORK AUTHORIZATION	TOTAL GRADUATING CLASS
Seeking Employment	45	10	55
Not Seeking Employment	1	1	2
Postponing Job Search	1	1	2
No Information Available	1	0	1
Total	47	11	58

TIMING OF JOB OFFERS

	NO. STUDENTS SEEKING EMPLOYMENT	RECEIVED FIRST OFFER BY GRADUATION	RECEIVED FIRST OFFER BY 3 MONTHS GRADUATION
Permanent Work Authorization	45	17.8%	91.1%
Non-Permanent Work Authorization	10	20.0%	90.0%
Total	55	18.2%	90.9%

TIMING OF JOB ACCEPTANCES

	NO. STUDENTS SEEKING EMPLOYMENT	ACCEPTED OFFER BY GRADUATION	ACCEPTED FIRST OFFER BY 3 MONTHS GRADUATION
Permanent Work Authorization	45	17.8%	91.1%
Non-Permanent Work Authorization	10	20.0%	90.0%
Total	55	18.2%	90.9%

MSM CLASS OF 2023

OFFER & COMPENSATION DETAILS

BASE SALARY

	NO. REPORTING SALARY	SALARY MEAN	SALARY MEDIAN	SALARY RANGE
Permanent Work Authorization	28	\$68,994	\$67,500	\$36,400 - \$115,000
Non-Permanent Work Authorization	6	\$67,232	\$70,000	\$33,389 - \$105,000
Total	34	\$68,683	\$70,000	\$33,389 - \$115,000

SIGNING BONUS

	NO. REPORTING SIGNING BONUS	BONUS MEAN	BONUS MEDIAN	BONUS RANGE
Permanent Work Authorization	6	\$6,333	\$5,000	\$2,500 - \$12,500
Non-Permanent Work Authorization	1	N/A**	N/A**	N/A**
Total	7	\$6,500	\$5,000	\$2,500 - \$12,500

SUMMARY OF JOB OFFER SOURCES

	NO. REPORTING SOURCE	% OF TOTAL	MEAN BASE SALARY
Recruiting through Texas McCombs Corporate Partner Ecosystem, Alumni / Staff network or other UT Austin Resources	7	19%	\$72,473
Internship Conversion through Texas McCombs	1	3%	N/A**
Individual Networked Search or Personal Network	28	78%	\$68,274

**Data points not meeting the minimum CSEA data requirements (minimum of three) are indicated by an N/A designation

ACCEPTANCES BY INDUSTRY

ACCEPTANCES AND SALARY BY INDUSTRY*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
Marketing Agency	10	21%	\$58,000	\$57,000	\$45,000 - \$70,000
Consulting	9	19%	\$85,333	\$87,500	\$70,000 - \$100,000
Technology	7	15%	\$63,747	\$53,300	\$33,389 - \$115,000
Finance / Accounting	5	11%	\$67,333	\$70,000	\$52,000 - \$80,000
Retail	4	9%	\$84,280	\$80,000	\$73,000 - \$99,840
Other+	12	26%	\$65,711	\$55,000	\$36,400 - \$105,000

*All students reporting job acceptances and salary details

+Other Industry includes: Media / Entertainment, Manufacturing, Hospitality, Real Estate, Non-Profit / Education, Healthcare, Energy, Sports / Leisure, and Law / Legal Services.

ACCEPTANCES BY FUNCTION

ACCEPTANCES AND SALARY BY FUNCTION*

	GRADUATES ACCEPTING NEW EMPLOYMENT	% GRADUATES ACCEPTING NEW EMPLOYMENT	BASE SALARY MEAN	BASE SALARY MEDIAN	BASE SALARY RANGE
MARKETING/SALES					
Other Marketing/Sales+	12	26%	\$66,229	\$45,000	\$40,000 - \$105,000
Digital Marketing	9	19%	\$67,143	\$75,000	\$50,000 - \$80,000
Marketing Analytics	7	15%	\$76,307	\$71,500	\$65,000 - \$99,840
Advertising / Public Relations	4	9%	\$58,750	\$60,000	\$50,000 - \$65,000
Product & Services Marketing	4	9%	\$75,667	\$70,000	\$52,000 - \$105,000
OTHER++	6	13%	\$70,350	\$77,500	\$36,400 - \$90,000
OTHER ANALYTICS+++	5	11%	\$66,796	\$52,000	\$33,389 - \$115,000

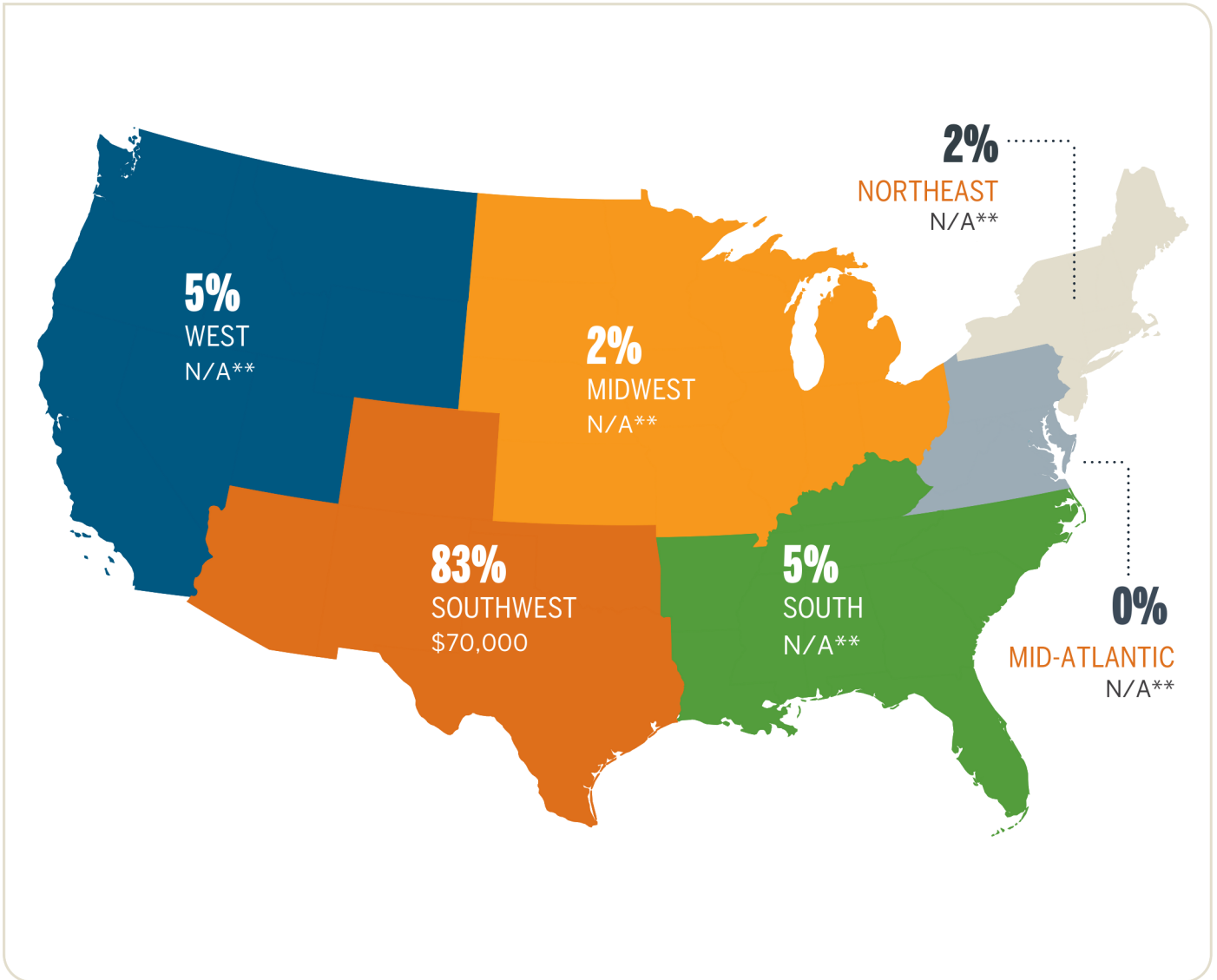
*All students reporting job acceptances and salary details

+ Other Marketing includes business development, marketing consulting, customer success/account management

++Other Function includes: Consulting, Information Technology, General Management, Finance, and Accounting.

+++Other Analytics includes: Data Analytics / Data Science and Business Intelligence.

OFFERS BY GEOGRAPHY



SALARIES REFLECTED ARE MEDIAN BASE SALARY OF 43 STUDENTS REPORTING

**Data points not meeting the minimum CSEA data requirements (minimum of three) are indicated by an N/A designation

MSM RECRUITING EMPLOYERS 2023



SELECT JOB TITLES

Strategist Roles

Digital Marketing Specialist
Account Manager
Marketing Manager
Insights Associate
Product Marketing Manager
Strategic Marketing Specialist

Analyst Roles

Marketing Analyst
Category Analyst
Data Scientist
Pricing Analyst



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