

2022 EMPLOYMENT REPORT



The University of Texas at Austin
McCombs School of Business

MASTER OF SCIENCE MARKETING

LETTER FROM THE DIRECTOR OF CAREER EDUCATION & COACHING



The University of Texas at Austin
McCombs School of Business

We are grateful to the entire Texas McCombs community of faculty, staff, employers, and alumni who came together to support our MS Marketing students in achieving impressive outcomes. **At graduation, 56%** of MSM class of 2022 students had accepted an offer. Job acceptances increased to **93% by 6 months after graduation**. These outcomes highlight the resilience, tenacity, and hard work of our students and staff.

Our class of 2022 MSM students joined us in summer 2021, rising to the challenge of balancing a demanding course load with virtual and in-person recruiting. MSM class of 2022 achieved an overall starting salary average of **\$74,174** by six months after graduation.

Our team of career management professionals have adapted and improved our career curriculum and programming to **respond to the changing demands** of both the recruiting landscape and student interest. We are giving students the skills necessary to successfully launch their careers.

Additionally, we have continued to **invest in growing the MSM employer ecosystem**, and that investment is paying off in the form of newly open doors and emerging pathways to meaningful work. The following report reflects the breadth of industries and job functions secured by our graduates. As our alumni base grows, so does our employer ecosystem, and we look forward to partnering with more companies to bring opportunity to future MSM students.

We are proud of the success of our MSM class of 2022 graduates and are glad to have contributed to that success. We look forward to seeing how our graduates go out and change the world. Hook'em!

Merri Su Ruhmann, Director of MS Career Education & Coaching



MSM CLASS OF 2022 EMPLOYMENT REPORT



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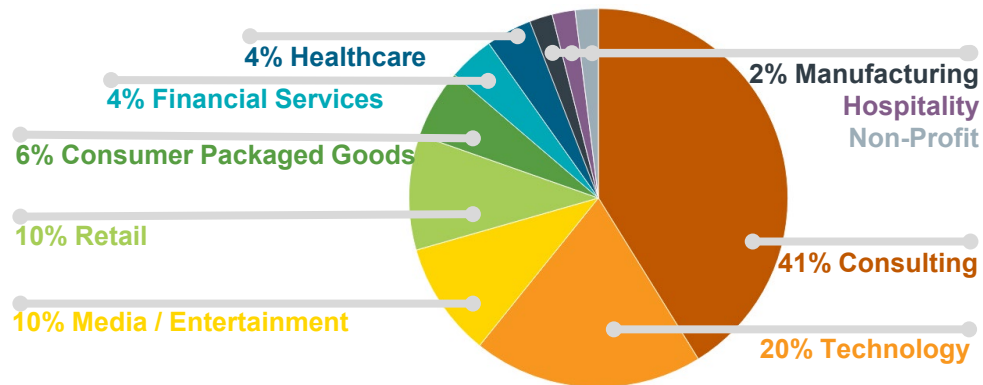
SALARY STATISTICS



\$8K AVERAGE SIGNING BONUS

*Salary statistics are rounded to the nearest thousand

INDUSTRIES



GENERAL JOB FUNCTIONS

Marketing / Sales	59%
Business / Data Analytics	18%
Consulting	14%
Information Technology	4%
General Management	2%
Operations / Logistics	2%
Other	2%

MARKETING JOB FUNCTIONS

Marketing - Consumer Insights / Research	9
Marketing - Digital Marketing	7
Marketing - Merchandising / Buying / Retail	3
Marketing - Branding / Brand Management	2
Marketing - Other	2
Sales - Customer Success / Account Manage..	2
Sales - Business Development	2
Sales - Other	2
Marketing - Product Management	1

MSM CLASS OF 2022 EMPLOYMENT SUMMARY



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Salary Compensation*	Average Base	Median Base	Minimum Base	Maximum Base	Avg. Sign On Bonus
U.S. Citizen / Permanent Resident	\$ 74.2 K	\$ 75.0 K	\$ 42.7 K	\$ 110.0 K	\$ 7.6 K
Foreign National	I/D	I/D	I/D	I/D	I/D
Total	\$ 74.2 K	\$ 75.0 K	\$ 42.7 K	\$ 110.0 K	\$ 7.6 K

*Salary report is based upon usable salary information on 92.2% of graduates who accepted a job offer 6 mo. after graduation.

*I/D refers to instances with insufficient data.

Top Job Titles

Graduate Leadership Program Associate

Marketing Analyst

Pricing Analyst

Commercial Graduate

Digital Marketing Specialist

Timing of Offers & Accepts	Number Seeking	At Graduation		6-Months Post Graduation		No Reported Offer by 6-Mo. After Graduation		
		#	%	#	%	#	%	
Job Offers								
U.S. / Permanent Resident	53	30	57%	19	35%	4	7%	
Foreign National	2	2	100%	0	0%	0	0%	
Total	55	32	58%	19	35%	4	7%	
Job Accepts								
U.S. / Permanent Resident	53	29	55%	20	38%	4	7%	
Foreign National	2	2	100%	0	0%	0	0%	
Total	55	31	56%	20	36%	4	7%	

MSM CLASS OF 2022

HIRING COMPANIES



The University of Texas at Austin
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Abbott

Academy Sports & Outdoors

Accenture

AdAction

Adlucent

Alvarez & Marsal

Amazon

American Express

Boston Consulting Group

Buc-ee's

Capital One

Credera

Dell

Dieste Inc.

Disco

DispatchHealth

DraftKings

Expedia

Herff Jones

Hilton

Horizon Media

Keurig Dr Pepper

KPMG

MoEngage

Museum of Ice Cream

NBC Universal

PMG

Process Pro Consulting

Prophet

Springbox

St. Stephen's Episcopal School

Tandem Theory

TikTok

*Top hiring companies are bolded

MSM CLASS OF 2022 EMPLOYMENT SUMMARY



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JOB ACCEPTS

GEOGRAPHIC BREAKDOWN

TOP METROS

#

Austin Metro

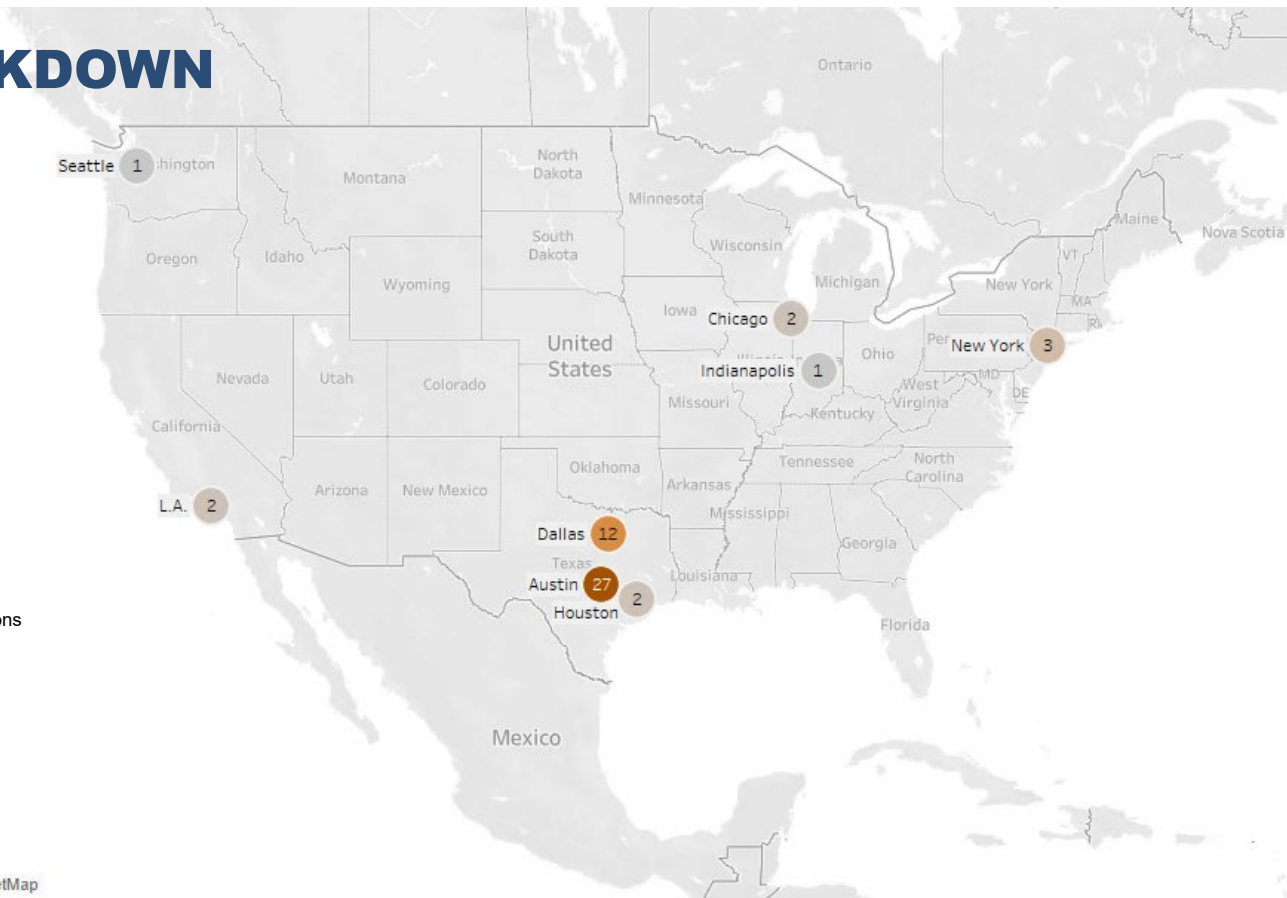
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Dallas/Fort Worth Metro

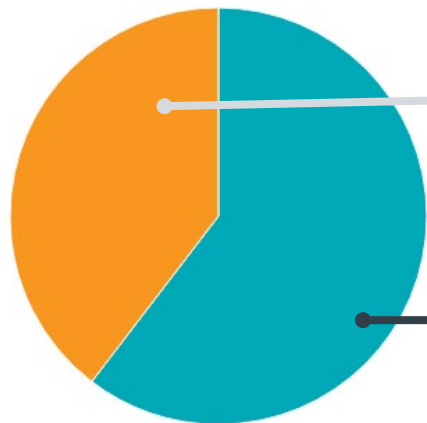
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Greater New York Metro

3



* Accepted offers without known location are excluded from all calculations

**SOURCE JOB OFFERS****School-Facilitated Activities (40%)**

On-campus recruiting, internships,
Resume Book, Staff Referral,
Career Fair

Student-Facilitated Activities (60%)

Personal Network, Internet Search
Sites, Student Facilitated Internship

POST-PROGRAM INTENTIONS

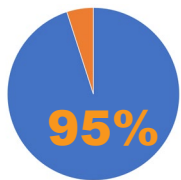
	#	%
Total Graduates	59	100%
Graduates Seeking Employment	55	93%
Graduates Employed	51	86%
No Received Offers	4	7%
Graduates Not Seeking Employment	3	5%
Continuing Education	2	3%
Postponing Job Search	1	2%
Graduates with No Recent Information	1	2%

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MONTHS**PROGRAM
LENGTH****59** **CLASS
SIZE****PROGRAM DELIVERY
ON-SITE**

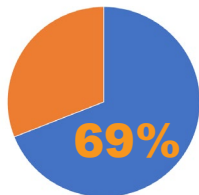
CLASS OF 2022 MSM CLASS PROFILE



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of 2022 graduates were **domestic** students. The remaining 5% were **international**.



of 2022 graduates are **female**. The remaining 31% are **male**.

Top Undergraduate Majors**

Technical*	2%
Business	37%
Other	61%
Total	100%

*Technical is generally defined as non-business majors in the science and engineering disciplines.

**Based on the total number of students undergraduate major information.

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AVERAGE AGE

Professional Experience Prior to Enrollment***

	#	%
One year or less	35	69%
More than one year, up to three years	11	22%
More than three years, up to five years	4	8%
More than five years	1	2%
Total	51	100%

*** Accepted offers without known Professional Experience are excluded from all calculations.

12.0
AVG. MONTHS
WORK EXP.