

2020 Employment Report Master of Science in Marketing Science

The MS in Marketing Science is a two-semester STEM designated program that trains marketing researchers for analytical and data-focused roles in consumer goods, tech, retail and luxury goods, specialized consulting, and other organizations where data analytics add value. This is accomplished through a carefully selected curriculum of PhD and MBA courses.



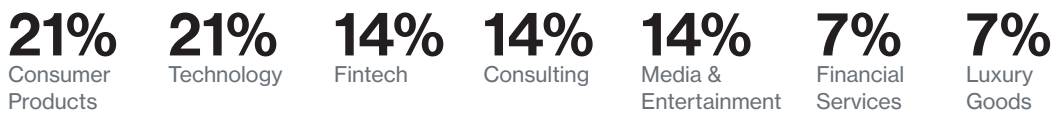
Class Profile	Graduates Class of 2020
Class Size	19
Acceptance Rate	8%
Average Years of Work Experience	1.1
Average GMAT Quantitative %	88%

Opportunity Sources*	Graduates Class of 2020
School-Facilitated	
School Sourced Job Postings	10%
Alumni/Faculty/Resume referrals	40%
Career Management Center-Facilitated	20%
Graduate Facilitated	
Personal Connection	20%
Online Job Posting	10%

Employment Statistics*	Graduates Class of 2020
% Students Seeking Employment	
Accepted Full-Time Offer	100%

Employment Breakdown by Region/Country	Graduates Class of 2020
North America	
USA	50%
Asia	
Mainland China	36%
Singapore	7%
Europe	
Italy	7%

Where Have Our Graduates Gone?*



*Class of 2020. Data reflects students who reported employment information. Does not include students who have not reported their status to date. tatus to date.

2020 Employers*

Full-Time

Altice USA
Biz2Credit
Bottega Veneta
Bytedance¹
Citibank
Huawei¹
IQVIA
NEAR Protocol
Starcom
Thrive Causemetics
Verisk Analytics

¹ Hired two or more students

*Data reflects students who reported employment information. Does not include students who have not reported their status to date.

Typical Job Titles

Full-Time

Associate Consultant
Associate Product Manager
Associate Marketing Analyst
Consultant
Consumer Analytics Associate
Content Marketing Associate
Data Analyst
Data Strategy Analyst
Marketing Specialist
Media Analyst
Senior Marketing Associate

Student Testimonials

“What I enjoyed most about the MS Marketing Science Program was the opportunity to discover both qualitative and quantitative aspects of marketing with courses such as statistics, marketing models, and machine learning as well as branding, customer behavior, and marketing research. As the program was small, it was great to be mentored by the professors.

The most valuable contributing factors in obtaining my role as a quantitative marketing consultant were the excellent qualitative and quantitative classes along with the very good job search advice from the career center. This combination of data science and marketing expertise makes this program unique, providing the foundation of a dual profile necessary to excel in this role as a data scientist and marketing consultant.”

Role Post Program: Quantitative Marketing Junior Consultant, Ekimetrics

Current Role: Data Analyst, Criteo



Pauline Reitz
'17

“The MS Marketing Science program at Columbia Business School helped me achieve my highest potential by providing a unique combination of PhD and MBA classes taught by world-class faculty. Not only did I gain a holistic view of the field of Marketing, but the flexibility of course-selection also allowed me to explore the latest trends in big data and machine learning. Building on top of the unparalleled platform at Columbia Business School, this program is a springboard second to none.”

Role Post Program: Strategy Analyst, MarketShare

Current Role: Data Scientist, The Boston Consulting Group (BCG Gamma)



Danny Xu
'15

About the Career Management Center

The Career Management Center (CMC) at Columbia Business School works with students to develop lifelong career management skills and empowers them to leverage the Columbia Business School network. The small size of the specialized MS in Marketing Science program allows the CMC to tailor resources and opportunities for their specific experiences and skillsets.

The CMC also works with hiring organizations across the public, private, and nonprofit sectors – internationally and domestically – providing customized resume databases and opportunities for job postings and on-campus events.

Post positions

gsb.columbia.edu/jobpost

Recruiters' website

gsb.columbia.edu/recruiters

Contact us

cmc@gsb.columbia.edu

212-854-5471

For MS recruiting questions, please contact:

Sandra Baum
Associate Director
MS Career Management
sb3224@gsb.columbia.edu

Kelly Larnach
Assistant Director
Career Education & Advising
kl2758@gsb.columbia.edu