



MSM

**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 media and advertising, consumer products, omnichannel retailers, financial services, specialized consulting, and other organizations where marketing analytics add value. Graduates cultivate quantitative skills, market understanding and creative insights through a carefully selected curriculum of PhD and MBA courses.

Profile - Class of 2022

Class size	25
Acceptance Rate	7%
Average Years of Work Experience ¹	0.6
Average GMAT Quantitative	89%

Full-Time Employment Statistics²

Accepted Full-Time Offers	21
No Recent Information	4

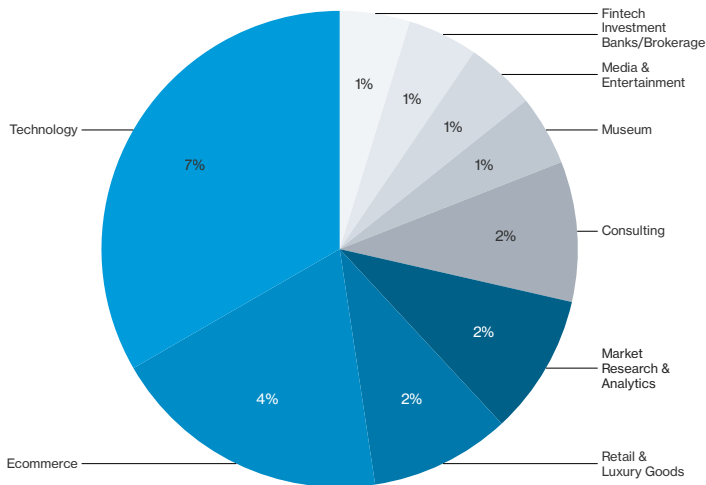
¹ Post-undergraduate, pre-MS years of professional work experience

² Data reflects students who reported employment information. Does not include students who have not reported their status to date.

Where Have Our Graduates Gone?

Class of 2022. Data reflects students who reported their employment outcomes. Does not include students that have not reported their employment status to date.

Employment Breakdown by Industry¹



Employment Breakdown by Region¹



North America
United States 18



Asia/Pacific
Mainland China 2
Hong Kong 1

Select Job Titles

- Assistant Marketing Manager
- Associate Product Marketing Manager
- Data Scientist
- Development Officer
- Digital Marketing Analyst / Specialist
- Digital Product Manager
- Marketing Analyst
- Marketing Data Analyst
- Market Research Analyst
- Market Researcher
- Product Manager
- Product Marketing Manager
- Senior Analyst, Media Analytics
- Senior Associate, New Verticals Strategy
- Senior Technical Marketing Analyst
- Senior Product Manager
- Solutions Consultant
- Strategy Analyst

2022 Employers

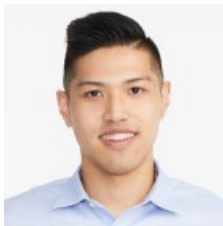
- Actable Data
- Atlassian
- ByteDance
- Citizen
- Deloitte
- Dior
- DoorDash
- Hong Kong Palace Museum
- JP Morgan
- Kodiak Robotics
- MarketBridge
- Merkle
- OGC Global
- One Rockwell
- Roku
- Spotify
- Strike Protocols
- The Webster
- Wayfair
- Xiaohongshu (RED/Little Red Book)
- Yahoo

MSSM

¹ Data reflects students who reported employment information. Does not include students who have not reported their status to date.

Student Testimonials

Guangyu Chen '20



Role Post-Program
Associate Product
Manager
Biz2Credit

Current Role
Technical Product
Manager
Oculus

“The MS in Marketing Science program at Columbia Business School provided me an amazing platform to explore the frontier of business innovation. Not only did I learn about the latest trends of analytics and marketing strategy from the renowned faculty, I was also able to exchange ideas with my classmates from all over the world. Looking back, it was a combination of the excellent curriculum, the immersive learning experience, and the opportunities in New York City that advanced my career to a whole new level.”

Neha Mubeen '19



Role Post-Program
Senior Analyst,
Decision Sciences
(B2B)
UM Worldwide

Current Role
Associate Director,
Decision Sciences
(B2B and Food
Delivery)
UM Worldwide

“From the accidental discovery of my love for digital marketing to my knack of being able to analyze large numbers, CBS’s MSM program seemed like a no brainer for me. It was the perfect intersection of what I loved from both my undergrad majors in Digital Marketing and Economics, because it allowed me to be able to find insights and hone the technical skills of looking at data and then apply them to actual real-world problems and navigate through issues. Columbia provided the added benefit of being in the very center of one of the world’s busiest cities, so that potential of being face to face with the country’s biggest companies was another driving factor.

You’ll find yourself right at home amongst the crowds in NYC and begin to take on that attitude when working in CBS as well. Plus, the added benefit of being able to go for office visits to Facebook, Twitter, Google, BuzzFeed, UM, LVMH and so many other big companies and get friendly with alumni who work there was an experience of its own!

CBS prepared me for my future career by making sure all my skills - from my technical math and coding skills, to my critical thinking skills to my social intelligence and networking skills - are the best they can be at this moment, and I hope I can continue polishing them to get me where I want to be in the future.”

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 program allows the CMC to target search resources, tailoring these to the experience and needs of MS in Marketing Science students.

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

Post positions: coin.gsb.columbia.edu

Recruiters’ website: www8.gsb.columbia.edu/recruiters

Contact us: cmc@gsb.columbia.edu