



# MSM

Master of Science  
in Marketing Science

The MS in Marketing Science is a STEM designated program that trains marketing researchers for analytical and data-focused roles in a variety of industries and organizations, including media and advertising, consumer products, technology, 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, MS, and MBA courses.

Class Profile	Class of 2024
Class Size	26
Average Undergraduate GPA	3.9
Average Years of Work Experience <sup>1</sup>	<1 Year

Employment Statistics <sup>2</sup>	Class of 2024
<b>Accepted Offers</b>	
Full-Time Offers	12
Post-Graduation Internship Offers	2
<b>Not Seeking</b>	
Returned to Family Business	2
Continuing Education	1
Not Seeking - Other	1
<b>No Recent Information</b>	8

## 2024 Employers

- Apple
- Artefact
- Constellation
- Dentsu
- Gaia Interactive
- Galxe
- Giada
- JinSanJiang Silicon Material Co (JSJ)<sup>3</sup>
- TikTok
- Uber
- Nagarro
- UC Berkeley, Haas School of Business
- Van Cleef & Arpels
- Viatrix
- WealthMeUp<sup>3</sup>

## Select Job Titles

- Associate Marketing Manager
- Customer Engagement Associate
- Global Supply Manager
- Growth Marketing Specialist
- Integrated Marketing Graduate Program
- Marketing Analytics & Insights Analyst
- Product Manager
- Project Marketing Manager
- Project Manager
- Research Assistant
- Strategic Operations Manager
- Strategic Planner

## Where Have Our Class of 2024 Graduates Gone?<sup>2</sup>

- Advertising
- Consulting - Data/AI
- FinTech
- Higher Education
- Manufacturing
- MarTech
- Media & Entertainment
- Pharmaceuticals
- Retail & Luxury Goods
- Technology

## Employment Breakdown by Region/Country<sup>2</sup>



<sup>1</sup> Post-undergraduate, pre-MS years of professional work experience.

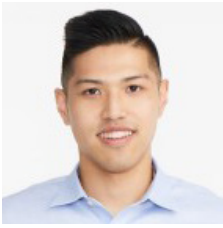
<sup>2</sup> Data reflects students who reported employment information. Does not include students who have not reported their status to date.

<sup>3</sup> Post-graduation internships

# Student Testimonials

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## Guangyu Chen '20



**Role Post-Program**  
Associate Product  
Manager  
Biz2Credit

**Current Role**  
Manager,  
Product Manager  
Capital One

“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.”

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## Neha Mubeen '19



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

**Current Role**  
Director,  
Decision Sciences  
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 extensive Columbia Business School network. The small size of the specialized MS in Marketing Science program allows the CMC to target search resources, tailoring these to the experience and needs of MS in Marketing Science to tailor resources and opportunities for their specific experiences and skillsets.

The CMC also collaborates with hiring organizations across the public, private, and nonprofit sectors – internationally and domestically – offering customized resume databases, job posting opportunities, and on-campus events to connect students with potential employers.

Post positions: [coin.gsb.columbia.edu](http://coin.gsb.columbia.edu)

Recruiters’ website: [business.columbia.edu/recruiters](http://business.columbia.edu/recruiters)

Contact us: [cmc@gsb.columbia.edu](mailto:cmc@gsb.columbia.edu)