Columbia
Business
School

Employment Report 2023

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.

Class Profile	Class of 2023
Class Size	28
Acceptance Rate	5%
Average Years of Work Experience[1]	0.6
Average GMAT Quantitative	78%

Employment Statistics[2]	Class of 2023
Accepted Offers	
Full-Time Offers	15
Post-Graduation Internship Offers	3
Evaluating Offers	2
Not Seeking	
Returned to Family Business	2
Started Own Business	1
No Recent Information	5

2023 Employers

- Alan Gray
- Alchemy Worx
- BIGO
- CICC
- Citic Securities
- Decoded
- Flix
- Go Digital Path
- Havas Play
- Nagarro
- NBC Universal
- NEHXT
- Reima
- Samsung
- Sirius XM
- SnackMagic
- Tencent Games
- WriteSea

Select Job Titles

- Associate Analyst
  – Search Investment
- Business Intelligence Consultant
- Commercial Development Analyst
- Data Quality Analyst
- E-Commerce Analyst
- Institutional Wealth Advisor
- International Equity Sales Analyst
- Market Analyst & Creator
  Partnership
- Marketing Analyst
- Marketing Communications
  Specialist
- Marketing & Operations Lead
- Project Manager
- Project Manager – Data & Insights
- Senior Analyst, Sales Research
  Analytics
- Senior Marketing Manager
- Strategy Analyst

Where Have Our Class of 2023 Graduates Gone?[2]

- Advertising
- Apparel
- E-Commerce
- Investment Banking/Brokerage
- Marketing
- Media & Entertainment
- Private Wealth Management
- Risk Management
- Technology
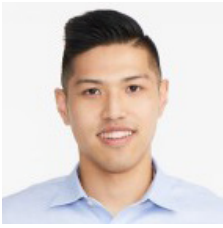- Travel/Transport

Employment Breakdown by Region/Country[2]
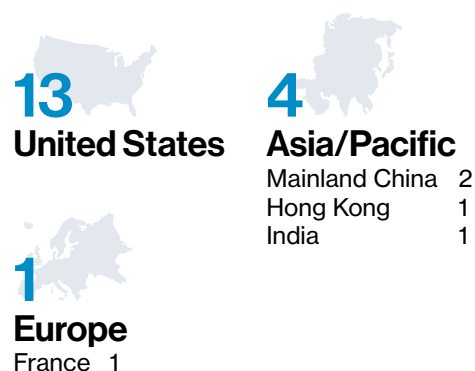
13 United States

4 Asia/Pacific
Mainland China 2
Hong Kong 1
India 1

1 Europe
France 1

Student Testimonials

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."

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 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