The MS in Marketing Science is an intensive two-semester program that trains academically distinguished students in marketing research and quantitative analytics through a rigorous curriculum of PhD and MBA classes.

The program equips students with training in statistics, data analysis, and object-oriented programming to excel within analytics consulting, tech, consumer products, media, healthcare, startups, and other organizations where data analytics adds value.

### Employment Statistics

<table>
<thead>
<tr>
<th>Seeking Employment</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Seeking Employment</td>
<td>2</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>1</td>
</tr>
<tr>
<td>Not Seeking for Other Reasons</td>
<td>1</td>
</tr>
</tbody>
</table>

### Source of Opportunity Accepted

#### School-Facilitated Activities

- COIN Job Postings: 1
- Alumni/Faculty/Résumé Referrals: 1

#### Graduate-Facilitated Activities

- Networking: 4
- Job Postings: 2

### 2017 Employers

- Bombora
- Crossmedia
- Deloitte
- DiDi Chuxing
- Ekimetrics
- Falabella Retail
- WeWork

### Typical Job Titles

- Digital Media Analyst
- Marketing Analyst
- Quantitative Marketing
- Junior Consultant
- Data Analyst
- Marketing Intelligence

### Employment Location By Region

- North America: 5
- LATAM: 1
- APAC: 2

*Marketing Science students primarily take the GMAT*
What I enjoyed the 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.

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 academic platform at Columbia Business School, this program is a springboard second to none.

Alumni Testimonials

Pauline Reitz ‘17
Role post program: Quantitative Marketing Junior Consultant, Ekimetrics

“What I enjoyed the 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.

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Danny Xu ‘15
Role post program: Strategy Analyst, MarketShare
Current role: Associate Advisory Service Consultant, Neustar

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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 job search resources, tailoring these to the experience and needs of MS Marketing Science students.

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.

Where have graduates gone?

- 21% Media
- 21% Analytics Consulting
- 16% Tech
- 12% Consumer Products
- 7% Healthcare
- 7% Finance
- 5% Non-profits
- 11% Other

*Not including students who have gone on to continue their education.

Contact us
cmc@gsb.columbia.edu
+1 212-854-5471

Post positions: www.gsb.columbia.edu/jobpost
Recruiters website: www.gsb.columbia.edu/recruiters