The MS in Marketing Science is an intensive one-year program that trains academically distinguished students in research and analytical skills through a rigorous curriculum of PhD and MBA classes.

The program equips students with the technical training and analytical skills to excel within market research, consumer products, media, healthcare, startups, and other organizations where marketing analytics adds value.

### Class Profiles

<table>
<thead>
<tr>
<th>Class Profiles</th>
<th>Class of ’15</th>
<th>Class of ’16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Size</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Average Years of Work Experience</td>
<td>0.4</td>
<td>0.9</td>
</tr>
<tr>
<td>Average GRE Quantitative %</td>
<td>92%</td>
<td>95%</td>
</tr>
<tr>
<td>Acceptance Rate</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: Marketing Science students primarily take the GRE

### 2016 Employers

- Caterpillar R&D/Analytics
- Equinix
- Ipsos Marketing Management Analytics
- JLM Pacific Epoch
- Nike
- PARC Corporation
- Stash Invest
- Universal McCann

### Location by Region

- **North America**: 7
- **APAC**: 1

Two graduates from the class of 2016 went on to continue their education.

“Some of the 2016 graduates also pursued internships or part-time employment prior to the completion of their degree, which is not reflected in this report. Employment data represented here is of those students reporting.”
“I was most impressed with the mix of PhD and MBA courses, which was the main reason I chose the MS program at Columbia Business School. The PhD courses were challenging and equipped me with a solid foundation in statistics and modeling, as well as experience working with databases and developing my data analysis skills. The MBA courses were engaging and gave me the opportunity to work with some really cool startup companies and also to network with students who come with a diverse range of professional experience.

I am currently working as an analyst at Ipsos MMA, the marketing mix modeling consultancy branch of Ipsos, where my job involves both technical skills such as modeling and data analysis, as well as soft skills, like communicating with colleagues in my office and clients around the world. The MS Program prepared me well so that I could adapt to the role of an analyst or consultant.”

“The quantitative focus of the MS Marketing Science program was a big differentiator in my decision to come to Columbia Business School. While at CBS you take classes with both PhD and MBA students, providing ample opportunities for research and tackling real-world projects with diverse groups of students. These factors were instrumental in my career success. I came out of the program with a strong quantitative foundation and experience working on challenging projects and presenting research and ideas to clients.”

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 and private sectors—internationally and domestically—providing customized résumé databases and opportunities for job postings and on-campus events.

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