The MS in Marketing Science is an intensive two-semester STEM designated 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.

---

**Profile Class of 2018**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Size</td>
<td>16</td>
</tr>
<tr>
<td>Acceptance Rate</td>
<td>8%</td>
</tr>
<tr>
<td>Average Years of Work Experience</td>
<td>1</td>
</tr>
<tr>
<td>Average GRE %*</td>
<td>90%</td>
</tr>
</tbody>
</table>

*Marketing Science students primarily take the GRE

**Employment Statistics**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeking Employment</td>
<td>15</td>
</tr>
<tr>
<td>Not Seeking Employment</td>
<td></td>
</tr>
<tr>
<td>Continuing Education</td>
<td>1</td>
</tr>
</tbody>
</table>

**Sources of Opportunity*  
School-Facilitated Activities**

<table>
<thead>
<tr>
<th>Source of Opportunity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni/faculty/résumé referrals</td>
<td>2</td>
</tr>
</tbody>
</table>

**Student-Facilitated Activities**

<table>
<thead>
<tr>
<th>Source of Opportunity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>2</td>
</tr>
<tr>
<td>Job Postings</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
</tbody>
</table>

*Data reflects students who reported opportunity sources

**Employment Location by Region*  
USA**

<table>
<thead>
<tr>
<th>Region</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>10</td>
</tr>
<tr>
<td>APAC</td>
<td>5</td>
</tr>
</tbody>
</table>

*Not included: One graduate went on to continue their education
2018 Employers
- Chanel
- ByteDance
- Annalect
- Lenovo
- Stratify
- Custora
- Nordstrom
- 55 | The Data Company
- MediaCom
- Tencent
- DiDi Chuxing
- AIG
- Namaste
- National University of Singapore
- UberEats

Typical Job Titles
- Global Product Marketing Analyst
- Analyst
- Corporate Strategy Analyst
- Data Science Engineer
- Senior Customer Success Analyst
- Data Analyst
- Researcher
- Senior Analyst, Analytics Team
- Product Manager
- Product Analyst
- Operations Analyst
- Pricing Analyst

Where Have Graduates Gone?*
- 59% Tech/E-commerce
- 13% Retail/Luxury Goods
- 7% Media
- 7% Analytics Consulting
- 7% Financial — Insurance
- 7% Non-profit

*Includes MSMK 2018 graduate outcomes. Does not include students who have gone on to continue their education

Student Testimonials

Pauline Reitz ’17
ROLE POST PROGRAM
Quantitative Marketing Junior Consultant, Ekmetrics
CURRENT ROLE
Data Analyst, Criteo

"What I enjoyed 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.”

Danny Xu ’13
ROLE POST PROGRAM
Strategy Analyst, MarketShare
CURRENT ROLE
Data Scientist, The Boston Consulting Group (BCG Gamma)

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

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 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.

Post positions:
gsb.columbia.edu/jobpost
Recruiters website:
gsb.columbia.edu/recruiters
Contact us:
cmc@gsb.columbia.edu
212-854-5471

For MS Recruiting Questions,
Please Contact
Sandra Baum
Associate Director MS Career Management
sb3224@gsb.columbia.edu
Kelly Larnach
Assistant Director
Career Education & Advising
kl2758@gsb.columbia.edu