

SIMON

MS IN MARKETING ANALYTICS

EMPLOYMENT OUTCOMES

90.7%

OF JOB-SEEKING GRADUATES RECEIVED EMPLOYMENT OFFERS WITHIN SIX MONTHS OF GRADUATION (AVERAGE, 2021–2023)

\$74,300

MEAN BASE SALARY PLUS SIGNING BONUS FOR GRADUATES EMPLOYED IN NORTH AMERICA (AVERAGE, 2021–2023)

— Sample Hiring Companies —

- Credit Karma
- CVS Health
- Deloitte
- Ernst & Young LLP
- Ipsos
- NielsenIQ
- Procter & Gamble
- Visa
- Walmart, Inc.
- The Walt Disney Company



“MY FAVORITE CLASS WAS ANALYTICS DESIGN AND APPLICATION. THIS COURSE HELPED ME RECOGNIZE THAT NUMBERS ARE JUST NUMBERS WITHOUT PROPER ANALYSIS AND INTERPRETATION. I AM EXCITED TO APPLY THESE SKILLS IN MY FUTURE CAREER AND CONTINUE TO BUILD EXPERTISE IN DATA-DRIVEN MARKETING STRATEGIES.”

Dan Luo '23

*MS in Marketing Analytics
Market Growth and Insights Intern, Labcorp*



GAIN HANDS-ON EXPERIENCE AND PURSUE LEADERSHIP OPPORTUNITIES

- Simon Data Analytics Club
- Simon Marketing Association
- Simon Pricing Club
- Simon VISION Consulting



ADVANCED CERTIFICATE OF ACHIEVEMENT IN AI OR PRICING

Pursue one optional certificate without extending your time to graduation—at no additional tuition cost! Choose AI to gain the latest, cutting-edge skills and signal a higher level of proficiency in AI to prospective employers, or choose Pricing to gain a high level of pricing competency and underscore the focus on pricing throughout your program.



STEM-DESIGNATED PROGRAM

SCIENCE • TECHNOLOGY • ENGINEERING • MATH

A STEM-designated degree signals quantitative rigor to employers and allows international students to work in the US for up to 36 months if hired in a STEM-eligible job.

MKT465

MARKETING ANALYTICS PROJECT

An opportunity to put all your learnings—analytic tools, managerial understanding, and persuasion skills—together for a real world client.

MKT414 PRICING POLICIES

Gain an understanding of the relationship between a firm’s environment and its optimal pricing strategy and develop skills in applying this understanding.

NEXT STEPS

- ✓ Attend a webinar
- ✓ Check your eligibility
- ✓ Speak with a current student
- ✓ Visit campus

simon.rochester.edu/ms-connect

READY TO APPLY?
[SIMON.ROCHESTER.EDU/APPLY](https://simon.rochester.edu/apply)



50%

OF MSMA STUDENTS RECEIVE SCHOLARSHIP SUPPORT

INTERNSHIP TRACK AVAILABLE