

Student Success Report

Master of Marketing (MMKG)

CLASS OF 2021

EMPLOYMENT AT A GLANCE



89%

of students were hired within 6 months of graduation*

78%

of students participated in the survey

* as per MBACSEA Guidelines

\$70,211 AVERAGE SALARY

INDUSTRY COVERAGE

- ✓ CPG
- ✓ Financial Services
- ✓ Marketing, PR & Advertising
- ✓ Technology
- ✓ Retail

52

Number of firms that hired Schulich MMKG students



KEY FIRMS

Accenture
Alibaba Group
CIBC
BMO Financial Group
Home Depot
L'Oréal
Hylink Digital
MedCan
PepsiCo
The Estée Lauder Companies Inc.

SAMPLE ROLES

Account Manager
Brand Manager
Communications Manager
Digital Marketing Manager
Fulfillment Manager
Partnerships Specialist
Project Manager
Public Relations Specialist
Social Media Coordinator

CLASS OF 2021

DEMOGRAPHICS AT A GLANCE

STUDENT DEMOGRAPHICS

Average Age	25
Years of Work Experience	0 - 11
Male Students	26%
Female Students	74%

PRIOR DEGREES

Arts	27%
Business	47%
Science	9%
Other	16%