

MMKG

MASTER OF MARKETING

Student Success Report 2025



Roberto Lejderman
(MMKG '19)
Sales Account Manager,
Amazon Ads

This snapshot of employment outcomes for the MMKG Class of 2025 offers prospective students insight into potential career paths. In an evolving labour market, Schulich's Centre for Career Design (CCD) helps students navigate their job search, respond to industry trends, and pursue opportunities aligned with their goals and skills. Visit our website to learn more about CCD services.

Salary Range

**\$72,000-
\$135,000**

Total compensation from
average to maximum*

45

companies hired MMKG students

* Includes base salary and other guaranteed compensation,
for those who reported compensation figures.

Sample Roles

Account Manager
Assistant Media Planner
Business Analyst (E-Commerce)
Business Development Team Lead
Chief Marketing Officer
Conversation Designer & Marketing
Specialist
Digital Marketing Specialist
Digital Product Specialist
Manager, Marketing & Operations
Marketing Consultant
Media Strategist
Territory Sales Representative

Industry Coverage

Consulting
Consumer Packaged Goods
Energy
Financial Services
Government
Healthcare
Manufacturing
Media/Entertainment
Retail
Technology
Transportation & Logistics Services
Real Estate

Top 3 Earning Industries

Media/Entertainment
Manufacturing
Retail

Key Companies



HONDA



| Q WEALTH PARTNERS |
WHERE MONEY MEETS MEANING



ROOTS FUNDING
EMPOWERING INVESTORS AND ENTREPRENEURS

**Loblaw
Companies
Limited**

lululemon



Demographics at a Glance

MMKG CLASS OF 2025 PROFILE

Average Age	25
Years of Work Experience	2
Self-Identify as Male	35%
Self-Identify as Female	65%
Domestic	42%
International	58%

ACADEMIC BACKGROUND

Arts	41%
Business	42%
Engineering	0%
Science	6%
Other	12%



Centre for Career Design
(416) 736-5080 | career@schulich.yorku.ca
schulich.yorku.ca/ccd

YORK



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**EARNED
SUCCESS**