

MMKG

MASTER OF MARKETING

Student Success Report 2023



Andrea Ascarrunz
(MMKG '20)
Associate Shopper
Marketing Manager,
Large Format Customers,
PepsiCo

Employment at a Glance*

\$63,111

Average total compensation**

48

companies hired MMKG students

Sample Roles

Assistant Media Planner

Business Strategist

Communications Assistant
Manager, GBM

Marketing & Communications
Coordinator

Marketing Manager

Strategy and Operations Associate

Industry Coverage

Accounting / Corporate Services

CPG

Financial Services

Government

Marketing / PR / Advertising

Technology / Telecomm

* 95% of students participated in the survey.
** Includes base salary and other guaranteed compensation, for those who reported compensation figures.

Key Companies

cossette

**Loblaw
Companies
Limited**

MNP

Scotiabank.

**SHOPPERS
DRUG MART**

Uber

Unilever

Demographics at a Glance

MMKG CLASS OF 2023 PROFILE

Average Age	27
Years of Work Experience	0-14
Self-Identify as Male	27%
Self-Identify as Female	73%
Domestic	52%
International	48%

ACADEMIC BACKGROUND

Arts	33%
Business	36%
Science	13%
Other	18%



Centre for Career Design

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