



CARLSON SCHOOL  
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

MASTER OF MARKETING

Employment  
*Report*  
2022

# Letter from the Executive Director



**MAGGIE TOMAS**

Executive Director  
Carlson Business Career Center  
mtomas@umn.edu

Greetings from the Carlson Business Career Center (CBCC),

It is my pleasure to share the 2022 Employment Report for our very first graduating class of the Master of Marketing program here at the Carlson School of Management.

We are pleased to report that **91%** of our Master of Marketing graduates from the Class of 2022 were employed six months post-graduation or prior. **The average base salary is \$70,944.** Other interesting things to note:

- Nearly 90% of graduates landed positions in the marketing field.
- The top industry was consumer packaged goods.
- Top job titles include marketing manager, marketing analyst, and marketing associate.

The CBCC held more than 940 employer meetings, sent out 480+ tailored resume books, and organized 243 events across 10 programs during the past year. Our coaches managed 4,117 coaching appointments and delivered dozens of workshops. We strive to not only prepare our students well, but also deliver excellent customer service to our company partners.

This year brought a big change for our office. Not only did we launch our career support for this exciting new program, but we also merged our employer engagement and operations teams with the undergraduate career center and now support both undergraduate and graduate students in recruiting and engagement with employers. This merger enables us to be strategic with our partnerships and efforts with our employers. In addition, we hope it eases communication and streamlines processes for all our external partners.

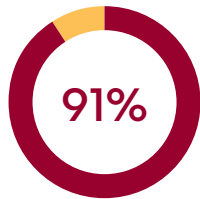
We continued our focus on inclusive recruiting with the goal that each student feels welcome and supported in the recruiting and job search process both by our staff and employers. We were pleased to see strong turnout from our recruiting partners on various anti-bias interview best practices and inclusive recruiting trainings we held. We will continue to hold these trainings and find additional ways to support our community in inclusive hiring best practices to strive toward our DEI mission statement:

*The Carlson Business Career Center acknowledges and appreciates all cultures, ethnicities, and identities represented in our current and future student body. We encourage students to remain authentic while they learn about various career paths and emerge as leaders within their organizations. By doing our part to cultivate an ethical, culturally-grounded, and anti-racist institution, we will equip the leaders of tomorrow to live the values of “business as a force for good.” Through sustained efforts and in partnership with our partner organizations and employers, the CBCC is making progress toward addressing the systematic harm placed on individuals and groups of people within a career search. We will continue to learn and use our privilege to advance issues of diversity, equity, and inclusion in our community.*

As always, thank you for your ongoing partnership! Go Maroon & Gold!

# MASTER OF MARKETING - CLASS OF 2022

## Employment Report



of 2022 graduates **accepted** employment offers within six months after graduation

### Base Salary Range

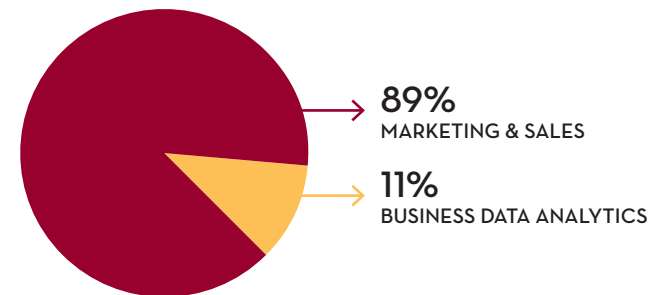
Mean  
**\$70,944**

\$58,000 | \$100,000

### BY INDUSTRY

34%	CONSUMER PRODUCTS
22%	MANUFACTURING
11%	FINANCIAL SERVICES
11%	HEALTHCARE
11%	HOSPITALITY
11%	RETAIL

### BY FUNCTION



11  
GRADUATES  
ALL SEEKING  
FULL-TIME EMPLOYMENT



## MASTER OF MARKETING - CLASS OF 2022

### Companies That Hired Carlson School Master of Marketing Students



CARLSON SCHOOL  
OF MANAGEMENT  
UNIVERSITY OF MINNESOTA

BEST BUY CO.

CAMBRIA

CULVER'S

EMPATHIC SOFTWARE

KLEIN TOOLS

MAINSTREAM BOUTIQUE

MIRACLON

POLARIS INC

SCHWAN'S COMPANY

U.S. BANK

“

My experience at the Carlson School of Management was incredibly fulfilling, exciting, and very rewarding. The opportunities I've experienced, the connections I've made, and the support I've received have shaped the direction of my career and for that I am truly grateful. Without the U of M, Carlson School of Management, and the CBCC, I wouldn't be where I am today.

*Nick Anunciacion*

GLOBAL CONTENT MARKETING SPECIALIST, MIRACLON

## COMMON JOB TITLES

Marketing Manager

Marketing Specialist

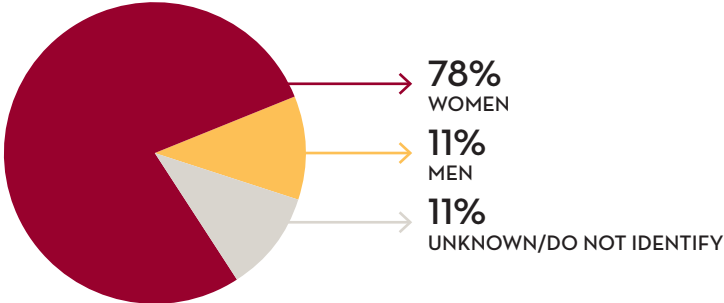
Marketing Associate



#4

MASTER OF MARKETING PROGRAM  
IN NORTH AMERICA BY QS WORLD  
UNIVERSITY BUSINESS MASTERS  
RANKING (2023)

CLASS OF 2023



AVERAGE GRE **296**  
AVERAGE FULL-TIME WORK EXPERIENCE **3.8 YEARS**

UNDERGRADUATE MAJORS







CARLSON SCHOOL  
OF MANAGEMENT

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UNIVERSITY OF MINNESOTA

**Carlson MBA and MS Programs**  
Carlson School of Management  
University of Minnesota

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