

AN INDUSTRY OVERVIEW:

MARKETING

The employment landscape is strong for those interested in market research, branding, product marketing, sales, and promotions. For marketing professionals and related occupations, the U.S. Bureau of Labor and Statistics projects **10% job growth through 2031**, much faster than the average (5%).

To help you better understand the benefits of earning a master's degree in marketing, we combed through 102K+ unique professional opportunities available from September 2022-March 2023 to summarize:

- Median annual salary by occupational roles and years of experience,
- Experiences and skills organizations are looking for in competitive employees,
- Industries and organizations with the highest active job postings

11%

of the total unique active job postings categorically require a master's degree.

4-6 YEARS

With a master's degree, 31% of the openings require 4-6 years of experience and 13% accept 2-3 years of work experience.

\$121.3K

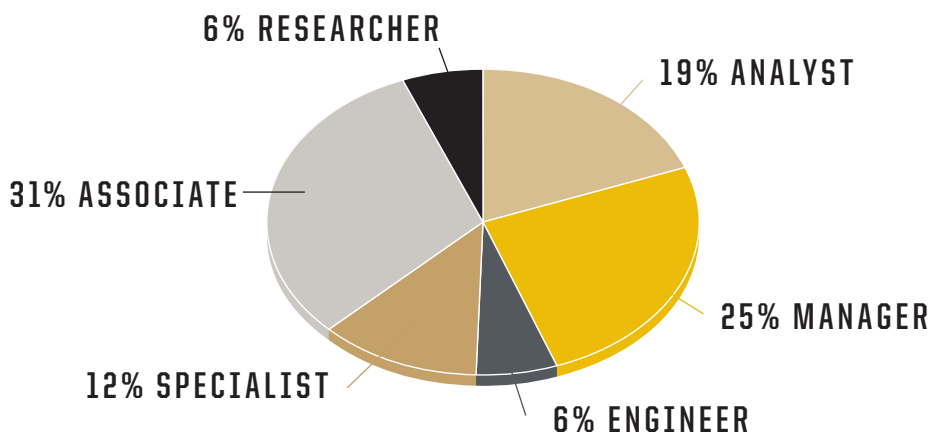
median advertised salary for a candidate with master's degree is 31% higher than a job hiring with bachelor's as the only required academic qualification.

OCCUPATIONAL ROLES

While only 11% of the job postings required master's as the minimum qualification, all top occupational roles exceeded that value in terms of hiring professionals with a master's degree.

Occupational roles	Popular titles
Marketing and Sales Managers	Product Managers, Sales Managers, Business Development Managers, Marketing Managers, Territory Managers, Digital Marketing Managers, Directors of Sales, Territory Sales Managers
Market Research Analysts and Marketing Specialists	Marketing Coordinators, Marketing Specialists, Digital Marketing Specialists, Social Media Managers, Marketing Associates, Marketing Analysts, Email Marketing Specialists

MSM'22 graduates secured roles with the following titles within 180 days of graduation:



SALARY BY OCCUPATIONAL ROLE

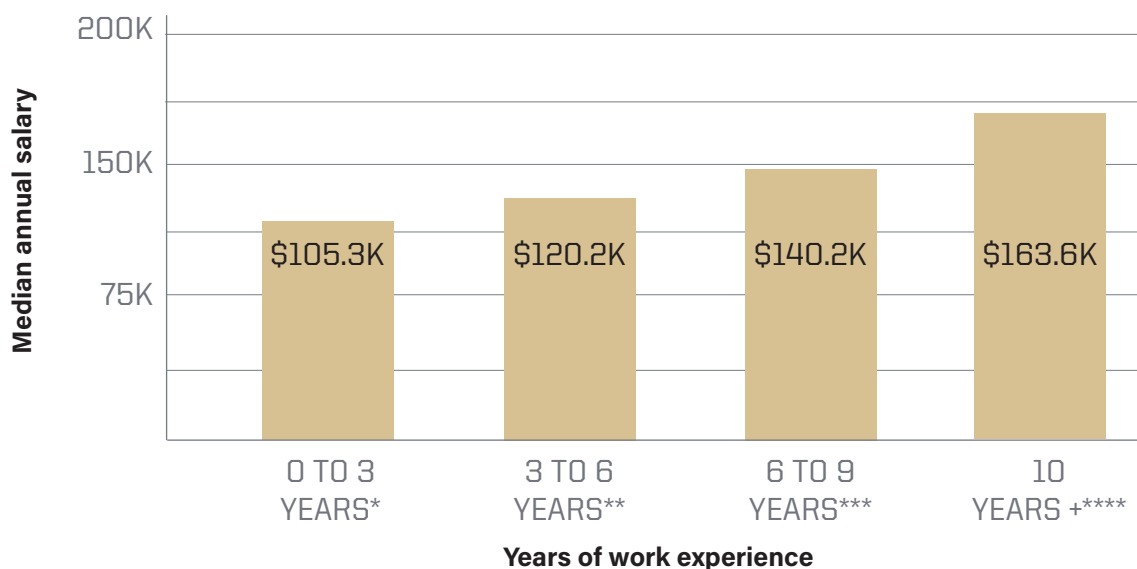
The median advertised annual salary has increased by 10.5% from September 2022 to March 2023.

Occupational roles	Median annual salary	75th percentile annual salary
Marketing and Sales Managers	\$130,534	\$179,753
Market Research Analysts and Marketing Specialists	\$63,918	\$97,615

*On average, 25% of the total eligible job postings have advertised the salary range

The Daniels School MSM '22 cohort secured an average post-graduate annual salary of \$100,583 and a 84% placement rate.

Salary by years of experience



* As per data from 27% of the 15,348 matching postings ** As per data from 25% of the 40,906 matching postings

*** As per data from 27% of the 23,727 matching postings **** As per data from 27% of the 17,271 matching postings

EXPERIENCES & SKILLS

33% of the openings require 4-6 years of experience and 23% accept 2-3 years of work experience, plus a master's degree.

SPECIALIZED SKILLS

These top specialized skills are conceptual abilities that are often directly related to the job description and can determine your qualification.

- Product Management
- New Product Development
- Business Development
- Finance
- Agile Methodologies

SOFTWARE SKILLS

These top software skills reflect the programs and tools that are necessary to carry out day-to-day job functions:

- Microsoft Excel
- Microsoft PowerPoint
- Salesforce
- SQL
- Tableau
- Python

Purdue's MS Marketing curriculum is grounded in the foundations of business and aligned with the current state and future predictions of analytical and data-driven marketing. Students not only learn the theories but also apply their knowledge to solve real-world challenges during case competitions, consulting projects, and internships. Many even complete industry certifications like AWS, Microsoft Azure, Tableau Desktop, and more.

TOP INDUSTRIES & RECRUITERS

Since September 2022, the following organizations are recruiting the most marketing professionals and related occupations: Amazon, Anthem Blue Cross, Capital One, Citigroup, Dell Technologies, Deloitte, Facebook, General Motors, Humana, JPMorgan Chase, Medtronic, Pearson Education, Splunk, Thermo Fisher Scientific, Verizon Communications, Visa, UnitedHealth Group.

Industry	Total/Unique Open Positions	Industry	Total/Unique Open Positions
Manufacturing	53,678/23,048	Wholesale Trade	11,198/4,725
Professional, Scientific, and Technical Services	30,954/14,407	Administrative and Support and Waste Management and Remediation	8,794/4,683
Finance and Insurance	29,047/12,926	Health Care and Social Assistance	7,642/3,208
Information	19,837/9,303	Educational Services	5,995/2,718
Retail Trade	12,551/5,146	Accommodation and Food Services	3,718/1,935

Take your next giant leap in the field of marketing with a master's degree from the Mitchell E. Daniels, Jr. School of Business. Explore our marketing program.

LEARN MORE

About our residential Master of Science in Marketing