2020 Robinson Employment Report

Master of Science in Marketing

Learn more: robinson.gsu.edu/msmkt

Key Employment Statistics

Over 84% employed or pursuing further education within 3 months

- Top Quartile Average Salary
  - $54,500

- Maximum Reported Salary
  - $58,000

- Average Salary Increase %
  - 42.2%

- Average Time to Pay Back Investment
  - 2.5 years

Select MSMKT Employers

- Acuity Brands
- Asbury Automotive Group
- Atlanta Housing Authority
- BNSF Railways
- Carroll Organization
- Comcast
- Corporate Environmental Risk Management
- Cox Media Group
- Holy Innocents’ School
- SimplePart LLC
- St. Jude Children’s Research Hospital
- The Coca-Cola Company
- The Home Depot
- TopRight
- United Way of Greater Atlanta

Select Job Titles

- Advertising Coordinator
- Athletics Communications
- Brand Manager
- Business Analyst
- Client Services Coordinator
- Data Scientist
- Digital Advisor
- Event Marketing Specialist
- Google Ads Consultant
- Jr. Digital Analyst
- Marketing analyst
- Marketing Management Trainee
- Records Analyst
- Sales Manager

Fall 2020 Incoming Class Profile

Average Age: **27**

Average Years of Work Experience: **4**

- 25% Male
- 75% Female
- 11% Intl.
- 89% U.S.

Key Employment Statistics is based on data from graduation terms Summer 2019.