

CAREER TRENDS REPORT

for Advanced-Degree Professions



FIND YOUR CAREER HERE

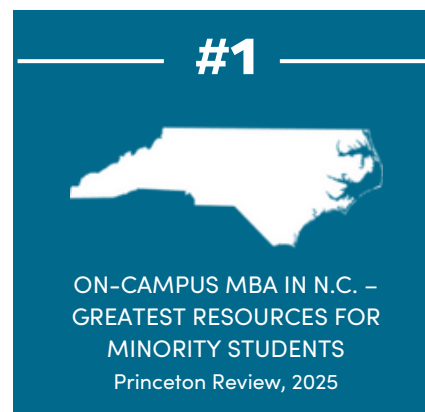


**UNC
GREENSBORO**
Bryan School of
Business and Economics

ABOUT THE BRYAN SCHOOL

The Bryan School is one of the largest business schools in North Carolina, offering 22 undergraduate, six master's, 19 graduate certificates, and four PhD programs. The School holds dual accreditation in business and accounting from the AACSB – a distinction held by only 1% of business schools in the world.

We produce the principled leaders and exceptional problem solvers that communities and organizations need.



ABOUT THIS REPORT

The Bryan School Career Trends Report for Advanced Degree Professions was created as a resource to support your career planning and professional development as a future graduate student. Whether you're interested in pursuing a degree in business analytics, finance, marketing, or another discipline within the Bryan School of Business and Economics, this guide offers valuable insights to help you navigate the next steps in your career journey with confidence.

Inside, you will find:

- **Career Pathways:** *Explore a variety of industries and roles typically associated with advanced degree holders.*
- **Labor Market Trends:** *Review statistical data on employment growth, industry demand, and emerging opportunities.*
- **Salary Expectations:** *Gain an understanding of potential earnings across different career tracks and experience levels.*

This guide is designed to empower you with the knowledge and tools needed to make informed decisions about your future, connect with meaningful opportunities, and achieve your professional goals.

BRYAN GRADUATE PROGRAM OUTCOMES



93%

of graduate students seeking or continuing employment are employed within 6 months of graduation (2023-2024)

\$83,200

Average Salary
(2023-2024)

30,000+

alumni with 73% residing in N. C.

CAREER SUPPORT SERVICES

CAREER COACHING EMPLOYER CONNECTIONS

Bryan
Graduate
Career
Center

Bryan School graduate students have access to the Bryan Graduate Career Center which offers:

- One-on-one coaching with a dedicated career coach
- Virtual and in-person interactive sessions, workshops, and seminars on career and professional development topics
- Opportunities to participate in leadership initiatives like the Truist Emerging Leaders Certification Program
- Access to an extensive suite of online career resources

In addition, the Bryan School offers employer connection opportunities throughout the year where attendees gain valuable industry insights directly from employers.

BRYAN SCHOOL MASTER'S PROGRAMS

At the Bryan School of Business and Economics, your career is our business.

Our nationally-recognized master's programs offer countless ways for you to grow as an individual and reach your potential as a professional. Whether you study online or on campus, part-time or full-time, our curriculum is geared to meet you where you are.

Master of Business Administration (MBA)

Online and On Campus Options

An MBA opens doors to a wide range of career opportunities across industries. The type of position you can get depends on your specialization, prior experience, and career goals.

Master of Science (MS) in Accounting

Online and On Campus Options

An M.S. in Accounting prepares you for advanced roles in financial reporting, auditing, taxation, and strategic financial management. This degree is especially valuable if you're aiming for CPA certification or leadership roles in accounting and finance.

Master of Science (MS) in IT & Management

Online and On Campus Options

An M.S. in IT & Management prepares you for roles that blend technical expertise with business strategy. This degree is especially valuable in organizations that rely heavily on technology to drive innovation and efficiency.

Master of Science (MS) in International Business

Online Only

An M.S. in International Business equips you with the skills to navigate global markets, manage cross-border operations, and lead multicultural teams. This degree is ideal for roles that require a deep understanding of international communications, global strategy, and cultural intelligence.



Master of Science (MS) in Retail Studies

Online and On Campus Options

An M.S. in Retail Studies prepares you for leadership and strategic roles in the retail industry, focusing on consumer behavior, merchandising, supply chain, e-commerce, and retail analytics. This degree is especially valuable in a fast-evolving retail landscape shaped by technology and globalization.

Master of Arts (MA) in Applied Economics

Online Only

An M.A. in Applied Economics prepares you for analytical and strategic roles that involve analyzing and interpreting economic data, forecasting trends, and informing policy or business decisions. This degree is highly versatile and can be applied across industries such as finance, government, consulting, healthcare, and technology.

The Bryan School is among **1%** of business schools in the world with dual accreditation in business and accounting



LABOR MARKET TRENDS



The following labor market trend data is from the Bureau of Labor Statistics 2024 wage data and 2024-2034 employment projections (ononline.org).

	Projected Growth	North Carolina	
		Projected Annual Job Openings	Annual Salary Range
MANAGEMENT POSITIONS			
Human Resources Managers	+ 5% U.S. + 11% N.C.	520	\$105,200 - \$172,420
Marketing Managers	+ 7% U.S. + 13% N.C.	1,050	\$115,230 - \$198,850
Medical and Health Services Managers	+ 23% U.S. + 39% N.C.	1,560	\$84,280 - \$146,020
Purchasing Managers	+ 3% U.S. + 10% N.C.	260	\$103,200 - \$168,940
Regulatory Affairs Managers	+ 5% U.S. + 12% N.C.	3,420	\$96,130 - \$171,480
Security Managers	+ 4% U.S. + 11% N.C.	280	\$79,380 - \$129,370
Supply Chain Managers	+ 6% U.S. + 15% N.C.	470	\$77,690 - \$132,730

Source: Bureau of Labor Statistics 2024 wage data and 2024-2034 employment projections (ononline.org). “Projected growth” represents the estimated change in total employment over the projections period (2024-2034). “Projected job openings” represent openings due to growth and replacement. “Annual salary range” reflects available wage data for all employees. Individual salary rates vary based on industry and years of experience, among other factors.

LABOR MARKET TRENDS

The following labor market trend data is from the Bureau of Labor Statistics 2024 wage data and 2024-2034 employment projections ([onetonline.org](https://www.onetonline.org)).

	Projected Growth	North Carolina		
		Projected Annual Job Openings	Annual Salary Range	
BUSINESS AND FINANCIAL OPERATION POSITIONS				
Accountants and Auditors	+ 5% U.S. + 11% N.C.	4,300	\$63,590 - \$103,820	
Financial and Investment Analysts	+ 6% U.S. + 13% N.C.	870	\$80,240 - \$130,020	
Financial Quantitative Analysts	+ 3% U.S. + 13% N.C.	240	\$64,900 - \$102,330	
Management Analyst	+ 9% U.S. + 16% N.C.	2,370	\$72,600 - \$130,070	
Market Research & Marketing Analysts	+ 7% U.S. + 22% N.C.	3,530	\$55,980 - \$104,300	
Personal Financial Advisor	+ 10% U.S. + 24% N.C.	1,450	\$75,500 - \$193,700	
Sustainability Specialist	+ 3% U.S. + 12% N.C.	3,460	\$56,410 - \$103,310	
COMPUTER AND MATHEMATICAL POSITIONS				
Business Intelligence Analysts	+ 34% U.S. + 42% N.C.	620	\$80,240 - \$146,850	
Data Scientists	+ 34% U.S. + 42% N.C.	620	\$80,240 - \$146,850	
Database Architects	+ 9% U.S. + 14% N.C.	210	\$103,360 - \$152,860	
IT Project Managers	+ 8% U.S. + 16% N.C.	560	\$75,630 - \$143,830	
Software Developers	+ 16% U.S. + 32% N.C.	5,360	\$102,430 - \$158,940	

Source: Bureau of Labor Statistics 2024 wage data and 2024-2034 employment projections ([onetonline.org](https://www.onetonline.org)). "Projected growth" represents the estimated change in total employment over the projections period (2024-2034). "Projected job openings" represent openings due to growth and replacement. "Annual salary range" reflects available wage data for all employees. Individual salary rates vary based on industry and years of experience, among other factors.

BRYAN GRADUATE CONNECTION OPPORTUNITIES



VIRTUAL INFORMATION SESSIONS

Offered monthly

Learn about our business graduate programs and meet faculty and current students.

Register and attend a Virtual Information Session to earn an application fee waiver (\$65 value).



APPLICATION WEBINARS

Offered monthly

Join us for a step-by-step overview of the graduate application and admissions process.



FINANCE & FUNDING WEBINARS

Offered monthly

Learn about the finance and funding options for our business graduate programs.

CONNECT WITH A GRADUATE RECRUITER

The graduate recruitment team is available to help share more information about our graduate programs, connect you with faculty, and assist you throughout the application and admissions process.

- **CALL US:** +1 (336) 334-4657
- **TEXT US:** +1 (336) 664-8224
- **EMAIL US:** bryangrad@uncg.edu
- **MEET WITH US**



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