

MONTCLAIR STATE UNIVERSITY

FELICIANO SCHOOL OF BUSINESS

MS in Accounting

Master of Science in Accounting

The MS Accounting course at Montclair State University is an AACSB-accredited program that prepares students to sit for the New Jersey CPA examination. It helps students develop strong, comprehensive functional and technical skills as well as a specialized, in-depth understanding of the complexities of current accounting and tax practice.

The 33-credit program offers full-time evening and weekend classes. Both fall and spring start dates are available.

\$83,190 average salary for digital marketing analysts in 2023

U.S. Bureau of Labor Statistics 2023

#88 top public schools

*U.S. News & World Report 2023,
Top Public Colleges and
Universities*



22.5 kilometers from New York City

120+ student clubs and organizations

While researching potential universities, I found that many institutions offered digital marketing within their MBA programs, which often lacked the analytical focus I desired. However, Montclair State University stood out as one of the few offering dedicated courses in both digital marketing and analytics, with the added distinction of being STEM-designated. Montclair State University embodies everything I love in a higher education institution. I have no hesitation in recommending it to friends and former classmates seeking a fulfilling and rewarding academic journey.

Ahad - Bangladesh

Digital Marketing Analytics
student



Program Highlights

- Students enrolled in the program are eligible for a discount on a CPA review course
- AACSB International Accreditation
- Distinguished faculty
- Executive speaker series
- Professional development workshops
- Small class sizes
- Internship opportunities and career development support



Career Outcomes

Graduates with an MS in Accounting can go into a wide range of fields, especially with a CPA license. Some of the most common jobs for graduates are:

- Digital Analyst
- Digital Strategy Analyst
- Digital Business Analyst
- Marketing Campaign Analyst
- Digital Research Analyst
- Digital Performance Analyst
- Digital Media Analyst
- Digital Operations Analyst
- Digital Strategist
- Media Strategist

Sample Courses

This **33 credit program** consists of many course options to choose from that will help you gain the skills and knowledge you need to help you succeed in your future career.

- Data Wrangling and Analysis
- Practicum in E-Commerce
- Introduction to Data Mining for Business
- Data Visualization
- Business Analytics Practicum
- Applied Statistics for Business Analytics
- Digital Marketing Analytics
- Applied Marketing Management
- Market Analysis and Customer Insight
- Social and Mobile Media: Fundamentals and Analytics
- Digital Customer Experience Management
- Integrated Digital Advertising
- Omni-Channel Retailing
- Digital Marketing Strategy and RODMI

Admission Requirements

- Application
- Application fee
- NACES transcript evaluation
- English proficiency test score
- Personal statement
- Resume
- Two letters of recommendation
- Optional:
 - GMAT or GRE

APPLY NOW

