

# MONTCLAIR STATE UNIVERSITY

FELICIANO SCHOOL OF BUSINESS

## MS in Digital Marketing Analytics

### Master of Science in Digital Marketing Analytics

The STEM-designated MS in Digital Marketing Analytics program at Montclair State University allows students to seek a grounding in applied business analytics skills and hands-on knowledge of current practices in digital marketing. Participants will work with real-world data and intelligence to develop mobile, social and web game plans that drive profitable growth by aligning campaigns with consumer needs.

The program offers both fall and spring start dates.

**\$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*



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



**20 kilometers** from New York City

**120+** student clubs and organizations

## Program Highlights

- STEM-designated (eligible for 3 years of OPT)
- AACSB International Accreditation
- Distinguished faculty
- Executive speaker series
- Professional development workshops
- Experiential learning through the Analytics Practicum Course
- Unique, balanced blend of analytics and digital marketing content

## Tools and Software Programs

- Python
- Excel
- Tableau
- Power BI
- R
- NLTK
- Tensorflow
- Keras

## Career Outcomes

The unique blend of the Digital Marketing and Analytics coursework gives graduates a competitive edge in the job market. 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 **30-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