

M.S. in Digital Marketing and Analytics

Master of Science in Digital Marketing and Analytics

M.S. in Digital Marketing & Analytics

Transform Data into Marketing Intelligence

Prepare for leadership careers in digital marketing, marketing analytics, customer intelligence, artificial intelligence, and digital strategy in New York City and beyond.

Manhattan University's Master of Science in Digital Marketing & Analytics combines advanced marketing strategy, consumer behavior, data analytics, artificial intelligence, and digital technologies to prepare graduates for success in today's rapidly evolving digital economy.

Students learn how to leverage data, analytics, and AI-powered tools to create impactful marketing campaigns, improve customer experiences, optimize digital performance, and drive strategic business growth.

Why Choose Manhattan University?

Study in a flexible low-residency format, develop in-demand digital marketing and analytics skills, and complete a career-focused graduate degree designed for working professionals and ambitious full-time students.

Flexible Format

Most coursework is delivered online through synchronous instruction with weekly live faculty interaction. Selected low-residency courses provide opportunities for networking, collaboration, and experiential learning.

Finish in One Year

Full-time students can complete the program in as little as one year through accelerated 7-week course sessions offered throughout the academic year.

Career-Focused Skills

Develop expertise in digital marketing strategy, consumer behavior, artificial intelligence, marketing analytics, customer experience, predictive modeling, and digital media marketing.

NYC Advantage

New York City provides unparalleled opportunities in marketing, advertising, media, consulting, technology, e-commerce, startups, and Fortune 500 organizations.

Program Overview

The Master of Science in Digital Marketing & Analytics is a 30-credit graduate program designed to prepare students for leadership roles at the intersection of marketing, technology, artificial intelligence, and business analytics.

The curriculum integrates advanced marketing concepts with data analytics, machine learning, customer intelligence, and digital technologies. Students learn how organizations use data-driven decision making to improve customer acquisition, engagement, retention, and profitability.

Graduates gain both strategic marketing expertise and technical analytical skills needed to thrive in today's data-centric business environment.

Career Opportunities

Graduates are prepared for positions such as:

- Digital Marketing Manager
- Marketing Analytics Manager
- Marketing Data Analyst
- Customer Insights Analyst
- Digital Strategy Consultant
- CRM Manager
- Marketing Automation Specialist
- Social Media Strategist
- SEO/SEM Specialist
- E-Commerce Analytics Manager
- Product Marketing Manager
- Growth Marketing Manager
- Brand Analytics Manager
- Business Intelligence Analyst
- Consumer Intelligence Analyst
- Director of Digital Marketing

These roles require professionals who can combine marketing expertise, analytical thinking, technological proficiency, and strategic decision-making. That combination is at the core of Manhattan University’s Digital Marketing & Analytics curriculum.

What You Will Study

The curriculum provides a strong foundation in:

- Digital Marketing Strategy
- Consumer Behavior and Customer Experience
- Marketing Analytics
- Artificial Intelligence in Marketing
- Predictive Analytics
- Data Mining
- Marketing Research
- Customer Intelligence
- Digital Media Marketing
- Marketing Decision Modeling
- Data Visualization
- Marketing Technology (MarTech)
- Digital Transformation
- Strategic Marketing Leadership

Students also explore emerging topics shaping the future of business including generative AI, marketing automation, personalization, customer journey optimization, privacy regulations, and data governance.

By the end of the program, students will be able to:

- Analyze complex marketing datasets
- Develop data-driven marketing strategies
- Apply AI technologies to marketing challenges
- Optimize digital campaigns and customer experiences
- Build predictive models for marketing decision-making
- Communicate actionable business insights
- Lead digital transformation initiatives

First Year					
Fall	Credits	Spring	Credits	Summer	Credits
First 7-Week Session		First 7-Week Session		First 7-Week Session	
BUAG 605		3 MBA 637		3 DMAN 611	3

MBA 645	3 BUAG 610	3 Choose one Elective from the following:	
Second 7- Week Session	Second 7- Week Session	BUAG 627	3
DMAN 606	3 BUAG 611	3 MBA 636	
DMAN 605	3 MBA 617	3 Second 7- Week Session	
		DMAN 612	1
	12	12	7
Total Credits: 31			