



## Pace University (NYC Campus)

### MBA Marketing Analytics

#### Study details

**Course type:** Master's degree

**Degree:** MBA Marketing Analytics

**Study mode:** Full time

**Duration:** 18 Month

#### Cost of study

**Cost :** 27 180 USD

**Reg. fee :** 50 USD

**Scholarship :**

**Insurance :** N/A USD

#### Intake/s

Jan/Sep

#### Requirements

- TOEFL iBT: Minimum score of 78 overall, but some programs may have higher requirements.
- IELTS: Minimum overall band score of 6.5.
- PTE Academic: Minimum score of 52.
- Duolingo English Test: Minimum score of 105.

#### Accommodation

Provided by partner agencies

#### Additional information

#### Degree overview:

This degree is for those who want to gain general management skills while expanding their knowledge of fact-based decision-making within the Lubin School of Business marketing department. Gain the experience necessary to excel in the fast-paced and lucrative field of marketing analytics and earn a degree that will enable you to simultaneously build general management skills and knowledge of fact-base decision making.

You'll acquire a broad knowledge of marketing, and gain an understanding of different media platforms on a Marketing and Media degree. Subjects include Advertising, Digital Media, Film Studies, Journalism and Public Relations, and Publishing. With a Marketing and Media degree you could find work as:

- Public Relations Officer
- Marketing Manager
- Journalist
- Advertising Executive
- Online Marketing Executive
- Social Media Manager
- Film Producer
- Scriptwriter