



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