

DIGITAL MARKETING ANALYTICS (M.S.)

A Stackable Master's Degree program includes one or more graduate certificate program(s) with credits applied to the Master's degree requirement. The ability to take these programs allows students to earn their Master's degrees and graduate certificate(s) simultaneously.

Program Requirements Overview

Code	Title	Credits
	Business Analytics Certificate	12
	Digital Marketing Certificate	12
	Additional Requirements for Degree	6
Total Credits		30

Program Requirements

Business Analytics Certificate Program (<http://catalog.montclair.edu/programs/business-analytics-certificate-graduate/>)

Digital Marketing Certificate Program (<http://catalog.montclair.edu/programs/digital-marketing-certificate-graduate/>)

Additional Requirements for Degree

Code	Title	Credits
Integrated Courses		
INFO 595	Advanced Digital Marketing Analytics	3
INFO 588	Analytics Capstone	3
or INFO 591	Analytics Internship	
Total Credits		6