

Master in Digital Marketing and Analytics



University
of New York
in Prague

- **Degree:** Awarded by the Dublin Business School in Ireland
- **Length of studies:** 1 year program
- **Format:** In-person, weekday evenings
- **Intake:** September



TOP INFORMATION ABOUT THE PROGRAM

- **Program offered by UNYP** in collaboration with Dublin Business School in Ireland.
- **Learn from various experts** in their given fields throughout your studies.
- **Apply digital technologies** in everyday and strategic decision-making for sustainable success.
- **Work in demanding jobs such as;** Digital Specialist, Digital Marketing Performance and Insights Consultant or as a Digital Marketing Specialist.
- **Gain advanced skills** in data interpretation, consumer insights, and performance measurement to drive strategic marketing decisions
- **Develop expertise in using analytical tools** and marketing technologies essential for modern, data-driven business environments

LEARN ABOUT US

- Private American University
- Fully Accredited Programs
- English-taught programs
- Over 1000 students, more than 80 nationalities
- Vibrant student life, smaller classrooms and networking opportunities
- Exchange programs and career guidance
- Outstanding international faculty, professors from the EU and US
- Student-centered American teaching style
- Prime location in Prague, one of Europe's safest, most affordable, and most international student cities.

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