PATHWAYS AT YU

B.A./M.S. IN DIGITAL MARKETING & MEDIA

Katz School of Science and Health

Through the B.A./M.S. in Digital Marketing & Media, YU undergraduates can complete up to three graduate Digital Marketing & Media courses (9 credits) in their junior and/or senior year that count towards both their undergraduate and graduate degrees, accelerating their path to the graduate degree and saving tuition along the way. After completing the bachelor's, students can complete the M.S. in Digital Marketing & Media at YU's Katz School of Science and Health in as little as one more year.

ABOUT THE M.S. IN DIGITAL MARKETING & MEDIA

In the last decade, digital marketing and media has shifted from a niche skillset to an essential need, and the job outlook for digital marketing professionals is bright. Companies want professionals who take a digital-first approach to campaigns and brand management and expect that their digital spending is based on analytics and data driven insights.

YU's 30-credit M.S. in Digital Marketing & Media is an industry-driven, project-based degree with a distinct focus on the power of digital media and social drivers of behaviors. You'll learn essential media, design, communication, behavioral, analytical, technical and research skills as well as strategies for identifying and segmenting markets, reaching potential consumers, and converting them into loyal customers. Our curriculum is integrated with the YU Innovation Lab, which pairs students with next-gen startups and firms. Prepare for an exciting and in-demand digital marketing career. Learn more at: yu.edu/katz/Marketing

ABOUT THE KATZ SCHOOL OF SCIENCE AND HEALTH

Yeshiva University, located in the heart of New York City, is a *U.S. News & World Report* Top 100 University. The Katz School of Science and Health is Yeshiva University's flagship school for STEM and Health Sciences. We are research scientists, tech builders and patient-centered clinicians working on problems that matter. We focus on industry sectors that are central to the modern economy: Artificial Intelligence, Biotechnology, Cybersecurity, Data Analytics, Digital Media, and Fintech, as well as Occupational Therapy, Physician Assistant Studies and Speech-Language Pathology.

QUICK FACTS

- **Apply:** Junior Year or Senior Fall
- **Start:** Junior Spring or Senior Year
- **Grad Course Format:** On-Campus or Online
- **30-credit M.S.** (9 credits towards B.A. degree)

MINIMUM ELIGIBILITY REQUIREMENTS

- **GPA:** 3.2
- **Status:** Junior or Senior standing
- **Undergrad Major:** Any YC or SCW major

TO APPLY

yu.edu/graduate/apply

Katz
Katz School
of Science and Health