

MASTER OF SCIENCE (MSc) IN DIGITAL MARKETING AND ANALYTICS

UNIVERSITY OF NEW YORK IN PRAGUE (UNYP)

PROGRAM OVERVIEW

The MSc in Digital Marketing and Analytics at the University of New York in Prague (UNYP) is a cutting-edge, career-focused postgraduate program designed to meet the real-world demands of the digital economy. This program develops your ability to create, execute, and optimize digital marketing strategies — all while mastering the use of analytics to drive data-informed decisions.

Delivered entirely in English at UNYP's modern Prague campus, this program combines creativity with analytical rigor.

You'll gain practical experience using the tools, technologies, and platforms that define today's digital landscape.

The degree is awarded by Dublin Business School (DBS), Ireland.

WHO SHOULD APPLY

- Recent graduates aiming to launch a career in digital marketing
- Marketing professionals looking to deepen their digital expertise
- Career changers seeking entry into a high-growth industry
- Entrepreneurs who want to build data-driven marketing strategies

Whether you're upskilling or reskilling, this program equips you with the tools to stand out in a fast-evolving market.

WHY STUDY THIS PROGRAM AT UNYP?

The MSc in Digital Marketing and Analytics has been designed in direct response to the evolving, technology-enabled business landscape. This program is tailored for individuals seeking to thrive in data-driven marketing roles that require both strategic vision and technical proficiency.

Graduates will develop an in-depth understanding of digital marketing principles and be equipped to apply analytical tools, data visualization techniques, and ethical marketing models in real-world business contexts. The curriculum combines academic depth with practical skills, ensuring students are prepared to deliver results in diverse commercial, industrial, and public sector environments.

By studying at UNYP, you will:

- Gain advanced knowledge in digital marketing and analytics aligned with current market needs
- Learn to translate marketing data into strategic decisions using modern tools and platforms
- Build critical research, writing, and thinking skills through the Research Methods and Capstone modules
- Study in a multicultural, English-speaking environment in the heart of Europe
- Earn an internationally recognized MSc degree awarded by Dublin Business School
- Learn from experienced faculty with strong industry and academic backgrounds
- Benefit from small class sizes and personalized academic support

This program is ideal for students who want to combine creativity with measurable impact and graduate with the capabilities to lead digital initiatives across sectors.

PROGRAM STRUCTURE

This MSc program is structured across two semesters, followed by a final research project or placement:

Semester One provides learners with foundational knowledge and critical understanding of the digital marketing infrastructure. Students will plan and manage web-based projects, create digital assets (graphics and video), build a WordPress website, and gain insights into emerging trends and consumer behavior. These modules lay the groundwork for more advanced skills in semester two.

Semester Two focuses on applied learning and technical proficiency. Modules are designed to strengthen analytical skills and the ability to create value-driven digital strategies. Students will work on campaign planning, data visualization, brand development, and practical data modeling.

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The program culminates in a Capstone Module — students may choose to complete a Dissertation, Applied Research Project, or Placement. This final component is underpinned by the Research Methods module and challenges students to synthesize their academic and practical learning into a robust, industry-relevant research output.

This is a multimodal program, combining in-person or live online classes with mandatory on-demand content that students can complete at their convenience.

CURRICULUM HIGHLIGHTS

- Web Marketing Management and Metrics
- Digital Design & Development
- Strategic Thinking in the Digital Age
- Data and Digital Marketing Analytics
- Digital Advertising and Online Marketing
- Communications
- Business Intelligence and Visualization
- Research Methods
- Capstone Project (Dissertation, Applied Research Project, or Placement)

Throughout the program, students will also develop advanced critical thinking, academic writing, and research skills that support both academic and professional success.

CAREER PATHWAYS

- Graduates of this program are prepared for dynamic roles such as:
- Digital Marketing Manager
- Marketing Data Analyst
- Performance Marketing Specialist
- SEO/SEM Manager
- E-Commerce Strategist
- Social Media and Content Lead

Alumni pursue careers across a wide range of industries — from startups and global tech companies to agencies and multinational corporations.

TAKE THE NEXT STEP

Develop the skills that top employers demand.
Apply now to begin your journey at UNYP.

Learn more: www.unyp.cz
Location: Prague, Czech Republic
Study Format: Full-time or Part-time
Language of Instruction: English

Degree awarded by:
Dublin Business School (Ireland)