



AMITY
UNIVERSITY
ONLINE

**STUDY
ABROAD**

**YOUR PATHWAY TO
SUCCESS**

GLOBAL PATHWAY PROGRAMS



YOUR SURE SHOT OPPORTUNITY
TO STUDY ABROAD FROM TOP
FOREIGN UNIVERSITIES

Amity Online
- Study Abroad



MS IN

MARKETING ANALYTICS

CLARK
UNIVERSITY

ABOUT CLARK UNIVERSITY, U.S.

Established in 1887 in Worcester, Massachusetts, Clark University holds the distinction of being one of the first all-graduate institution in the United States and functions as a private liberal arts and research university. It is recognized for its commitment to an inclusive and interdisciplinary educational framework, which encourages the exchange of diverse ideas.

The School of Management at Clark University is accredited by the Association to Advance Collegiate Schools of Business (AACSB), placing it within the esteemed top 5% of business schools worldwide. Research is a fundamental aspect of Clark's mission, with the objective of cultivating graduates who possess both specialized knowledge and strong ethical leadership capabilities.

The university's campus comprises 7 Schools of Learning, 8 Centers and Institutes, and 4 Libraries. Students have the opportunity to engage in a wide array of organizations, including the Clark Women in Business group and the School of Management Student Council, as well as participate in national associations such as the American Marketing Association and the Accounting and Finance Association. Clark University's now close to 140-year legacy has nurtured visionaries who challenge established norms and foster innovation.

Rankings and Accreditations

- Clark University is accredited by the AACSB, a distinction held by only 5% of global business schools.
- Clark holds an accreditation from the New England Commission of Higher Education (NECHE) for educational quality.
- The US News & World Report 2022-2023 ranks Clark among the Top 10 National Universities with under 5,000 students.
- The University is ranked #97 among the Top 100 Universities in the USA.
- Ranked #42 in 'Best Value Schools' for offering high-quality programs at affordable prices.

ABOUT AMITY UNIVERSITY

Established over 30 years ago, **Amity University** is the flagship institution of India's leading not-for-profit global education group, recognized for its unparalleled academic excellence and innovation. Ranked among the **top 3% universities globally** by QS and THE, Amity continues to redefine higher education with its student-centric approach and research-driven focus.

Why Amity University Noida?

- **Global Presence:** Campuses across India, London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, Muscat, South Africa, Amsterdam and Tashkent
- **Research Excellence:** Over 2,200 patents filed and 36,000+ research papers published
- **World-class Facilities:** 35+ research centers, hi-tech labs, and self-sustained campuses across 2,000 acres
- **Industry Collaborations:** Partnerships with Tata, RICS (UK), and CII to deliver industry-led education
- **Alumni Network:** 700,000+ alumni excelling globally in top organizations and universities

With a strong focus on nurturing leadership, innovation, and a global outlook, Amity University Noida stands as a beacon of excellence in education.

Rankings and Accreditations

- Asia's only not-for-profit university to be awarded accreditation by WASC (USA) and UK's Quality Assurance Agency for Higher Education
- India Today: Ranked India's No.1 Private University (11 consecutive years)
- Ranked among The Top Universities Globally for producing the Most Employable Graduate : THE Global Employability Survey (5 consecutive years)



Why Study in USA?

- Home to 25% of the world's top 100 universities, USA offers unparalleled academic excellence.
- With over 4000 universities offering 34000+ programs, USA provides an extensive array of educational opportunities.
- USA invests \$500 billion annually in research, fuelling innovation across diverse fields.
- Remarkably, 1 in 5 CEOs worldwide earned their degree from USA, underscoring its influence on global business leadership.
- Over 1 million international students choose USA annually, fostering a vibrant, multicultural learning environment.
- International graduates in USA enjoy up to 3 years of work permit, enhancing their career prospects significantly.

About The City of Worcester

Worcester is strategically located between Boston and Springfield, serving as a central hub in Massachusetts. The city harmonizes the appeal of a historic small town with the benefits and attractions characteristic of a vibrant urban centre.

The city offers a wealth of opportunities for its young residents, including nightlife, dining establishments, annual festivals, cultural events, and a variety of museums. With a mere 50-minute drive to Boston, students are presented with access to distinguished universities such as MIT, Harvard University, and Boston University.

Worcester stands out for its affordability, as its average housing costs are below the Massachusetts state average. The median rents for housing options in the area are \$1,063 for studio apartments, \$1,134 for one-bedroom units, and \$1,450 for two-bedroom accommodations. In addition, numerous businesses are present in close proximity establishing Worcester as an optimal location for internships and employment opportunities.

Why study MSMKA abroad at Clark University?

Cutting-Edge Marketing Analytics Tools and Techniques

Clark University's MSMKA program equips students with cutting-edge marketing analytics tools and techniques. Through hands-on experience with industry-standard software and methodologies, students learn to analyze consumer data and develop data-driven marketing strategies. This practical skill set ensures graduates are prepared to excel in the fast-paced world of marketing analytics.

Integration of Marketing Theory and Data Science

The MSMKA program at Clark University offers a unique integration of marketing theory and data science. Students gain a deep understanding of both disciplines, enabling them to bridge the gap between marketing strategy and data analysis. This interdisciplinary approach enhances their ability to create effective, evidence-based marketing campaigns that drive business success.

Real-World Projects and Industry Collaboration

Clark University emphasizes real-world projects and industry collaboration in its MSMKA program. Students work on live projects with partner companies, gaining practical experience and valuable insights into the marketing analytics field. This direct exposure to industry challenges and practices prepares students for the demands of their future careers and builds their professional networks.

Career Support and Networking Opportunities

Clark University's MSMKA program provides extensive career support and networking opportunities. Students benefit from personalized career counseling, workshops, and events that connect them with industry professionals and alumni. This robust support system helps students secure internships and job placements, ensuring they are well-positioned to launch successful careers in marketing analytics.

Why MSMKA from Amity Online - Study Abroad?

Amity Online - Study Abroad offers comprehensive support to students, addressing everything from minor tasks like program registrations and the admission process to major challenges such as VISA applications and documentation. Beyond administrative assistance, Amity Online - Study Abroad ensures comprehensive language and cultural training, preparing students thoroughly for their international journey. This equips students with the skills, confidence, and additional advantages that are necessary for success, enhancing the entire overseas experience.

Amity Online - Study Abroad Advantages

- Save time & money studying abroad
- Waiver for GRE/GMAT/IELTS
- Balanced industry-aligned curriculum
- Global exposure and connections
- Smooth academic progression
- Financially rewarding programs
- Counseling support at every step
- Cutting-edge technology integration
- Alumni Status
- Simplified VISA procedure

PROGRAM HIGHLIGHTS

01

Coursework Distribution

12 credits from Amity University
and 32 credits from Clark University

02

Amity University Program Duration

6 months hybrid program

03

Cost Savings

Students can save up to ₹27.5 lakh
on tuition fees

04

Standardized Test Waiver

No GMAT/GRE/IELTS/TOEFL required
for admission

05

Optional Practical Training (OPT)

Opportunity to gain work experience
in US for up to 3 years through OPT

12 Semester Credits



Students will complete 12 credits towards the program.

30%

coursework in India

**PATHWAY
SPECIFICS**

70%

coursework at
Clark University, Worcester, Massachusetts

32 Semester Credits



Students will complete 32 credits towards the program.

Roadmap to Success



Break Through Business Boundaries.

Master of Science in Marketing Analytics (MSMKA)
- Clark University

Smart MSMKA. Smarter Savings.



Guaranteed admission



Save up to ₹25.3 lakh with Amity Online - Study Abroad



Easy international work permit



Credit transfer acceptance

I would like to extend my gratitude to the entire Amity Online - Study Abroad team who made it so easy for me to live my dream of experiencing overseas education. They helped me at every step of the study abroad application process, which left me with ample time to focus only on my academics.



Eishvak Sengupta



To any student considering abroad education, I strongly recommend the Amity Online - Study Abroad Pathway program since it's more than just a pathway to your master's degree abroad; it's a transformative journey of personal and academic growth. From the initial consultation to the moment I stepped foot on campus overseas, the support I received was unparalleled.



Piyush Arora



I am glad to have been a part of the Amity Online - Study Abroad Pathway Program. According to me, what sets the program apart is its personalised approach. Unlike other service providers, they didn't push me to pick from the pool of several foreign universities but, took the time to understand my academic interests, career goals, and financial constraints to recommend the best-fit institutions. This tailored guidance was invaluable and was a great add-on to the many benefits of studying abroad.

Mahek Sharma



Student Reviews

Career Opportunities

MSMKA in USA offers diverse career opportunities

Exploring job opportunities after obtaining a master's degree in marketing from USA presents a wide range of potential career paths across various industries. Some sought-after roles include marketing manager, brand manager, advertising manager, market research analyst, public relations specialist, and digital marketing specialist. In addition, individuals with a master's degree can also venture into consulting, entrepreneurship, or academia. The specific career paths available will be influenced by individual skills, experience, and personal interests.

Jobs after MSMKA in USA

Market Analyst

Average salary of approximately
\$85,000-\$95,000
per year

Data Scientist

Average salary of approximately
\$120,000-\$130,000
per year

Brand/Product Manager

Average salary of approximately
\$110,000-\$120,000
per year

Market Research Manager

Average salary of approximately
\$135,000-\$145,000
per year

Consumer Insight Manager

Average salary of approximately
\$125,000-\$135,000
per year

Marketing/Communication Manager

Average salary of approximately
\$95,000-\$105,000
per year

Curriculum Overview

Students will complete the first 6 months of their Master's Program at Amity University and the remaining 12 months at Clark University
Here's how the syllabus expands across the two segments

Earn 06 Credits
at Amity University

MSMKA

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- **Managerial Economics**
- **Statistics for Management**
- **Research Methods**
- **International Strategic Marketing**
- **Operations Management**
- **Financial Management**

Curriculum Overview

Students will complete the first 6 months of their Master's Program at Amity University and the remaining 12 months at Clark University
Here's how the syllabus expands across the two segments

Earn 32 Credits
at Clark University

MSMKA

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- **Information Systems for Analytics**
- **Analytics Programming**
- **Marketing Research & Analysis**
- **Social Media Marketing**
- **Digital Marketing Analytics**

Overall Expenses
Just — \$41,405

Minimum Time to Complete	18 Months
Tuition Fee	\$21,400
Living Cost	\$14,995
Overall Cost	\$36,953
Loan Assistance Up to	100%
Amity Online - Study Abroad Program	\$5,010
Total Expense	\$41,405
Earning Income (PA)	\$80,000*

*Average taken as per the research



Amity Online - Study Abroad Pathway Overview

Program Duration and Format

- 6 Months ? Hybrid ? Amity University
- 12 Months- On Campus at Clark University, Worcester, Massachusetts, USA

Program Fee Course Curriculum

- Amity Online - Study Abroad Pathway Program from Amity University - ₹2,25,000
- On Campus MSMKA Degree Clark University, Worcester, Massachusetts fee ? \$21,400

Eligibility Criteria

- Applicants must have a US equivalent GPA of 3.0
- Academic Transcript of 6 months Pathway (18 Credits) from Amity University
- Documents: CV/Resume, Official Transcript (UG), LOR, SOP
- Duolingo Score : 115

Selection Process

Step 1: Complete Application Form

Fill out an application form online.

Step 2: Get Shortlisted & Receive your Offer Letter

Upon qualifying, an offer letter will be sent to you.

Step 3: Block your Seat & Begin the Prep Course

Block your seat with a payment of INR 20,000 to enroll in the program. Begin your prep course and start your journey.



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