

EDUCATION THAT DRIVES

EXPERIENCE



MASTER OF SCIENCE IN EXPERIENCE MANAGEMENT & ANALYTICS

A **STEM-designated** master's program blending **advanced business analytics** with **experience management** to develop future leaders in the dynamic experience economy including the **entertainment, events, hospitality** and **tourism** industries.

PROGRAM HIGHLIGHTS

- **STEM-Designated Advantage:** Gain in-demand skills in Python, predictive analytics and AI – with extended OPT eligibility for international students.
- **Global & Hands-On Learning:** Travel abroad, work on real-world projects and engage with top industry leaders through an immersive learning experience.
- **Learn from Top Experts:** Learn from leading scholars who are shaping the future of the experience economy.
- **Flexible & Supportive Learning:** Customize your journey with thesis or project options, tailored advising and business analytics electives – all within a supportive, inclusive learning environment.
- **Prime Location & Industry Access:** Study in the heart of a vibrant experience economy with direct access to top industry employers and career opportunities.

CAREERS IN EXPERIENCE MANAGEMENT & ANALYTICS

- Consultant
- Customer Analytics & Experience Strategy
- Customer Engagement Analytics
- Digital Customer Experience Analytics
- Global Markets Insights & Analytics
- Guest Experience Management
- Loyalty Program Operations & Analytics
- Marketing Analytics
- Operations Analysis
- Revenue Strategy Analytics

ELIGIBILITY



Bachelor's Degree
(Minimum GPA of 3.0)



No GMAT or GRE Required



**Open to Students From
All Academic Backgrounds**



LEARN MORE

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 **Temple University**
School of Sport, Tourism
and Hospitality Management