
Program Viewbook

Master of Science in Digital Marketing and Consumer Analytics (MScDMA)

Program Description

The Master of Science in Digital Marketing and Consumer Analytics (MScDMA) prepares future marketing professionals to lead in today's AI-driven digital economy. The program combines digital marketing, consumer analytics, and artificial intelligence to help students develop the analytical, strategic, and technological skills needed to make data-driven business decisions.

The curriculum focuses on digital marketing strategy, consumer insights, predictive analytics, AI applications, and ethical data practices. A defining feature of the program is its strong emphasis on experiential and practice-oriented learning, where students engage with real-world datasets, applied analytical tools, AI-driven marketing technologies, case-based learning, simulation exercises, and industry-relevant projects. Through coursework and applied research or consulting projects, students gain practical experience in solving real-world marketing challenges using data and emerging technologies.

Aligned with the UAE's vision for artificial intelligence and digital transformation, the MScDMA program prepares graduates for careers in data-driven and digitally enabled organizations across sectors including retail, e-commerce, telecommunications, financial services, technology, media, consulting, and government. The program equips graduates with analytical, technological, and strategic competencies in areas such as digital marketing analytics, consumer insights, marketing data science, CRM and loyalty analytics, e-commerce analytics, and marketing innovation. Graduates will be capable of applying advanced analytics, artificial intelligence, and digital technologies to support marketing strategy, customer engagement, and data-informed decision-making, while also developing a strong foundation for continuous professional development and further academic study in marketing, consumer analytics, data science, and related disciplines.

The program also offers a flexible exit option with a postgraduate diploma, recognizing intermediate achievement in the field of AI-driven marketing and consumer analytics.

Program Goals

1. Develop graduates with advanced strategic capabilities in digital marketing, brand management, and customer-centric decision-making within AI-enabled and data-rich business environments.
2. Cultivate strong quantitative, analytical, and data science competencies to support predictive modelling, segmentation, personalization, and optimization in marketing and consumer behaviour applications.
3. Foster the ability to drive digital marketing innovation and effectively manage AI-powered marketing technologies, platforms, and consumer analytics infrastructures.
4. Promote ethical reasoning, data privacy awareness, and regulatory compliance in the design and deployment of data-driven marketing and AI applications in alignment with international standards and UAE regulatory frameworks.

Program Learning Outcomes (PLOs)

- PLO 1.** Analyze digital marketing environments and apply advanced consumer behaviour theories and strategic frameworks to support data-driven decision-making in AI-enabled contexts.
- PLO 2.** Apply data analytics and machine learning techniques to analyze consumer data and develop predictive, data-driven marketing solutions.
- PLO 3.** Evaluate and implement AI-driven marketing technologies, including automation, personalization, and analytics platforms, to enhance marketing performance and customer engagement.
- PLO 4.** Assess ethical, legal, and regulatory implications of data and AI usage to ensure responsible, transparent, and compliant marketing practices.
- PLO 5.** Design and communicate applied research or professional projects that integrate analytics, strategy, and innovation to address real-world marketing challenges.
- PLO 6.** Assess sustainability considerations in digital marketing and consumer analytics to support responsible and strategic decision-making.
- PLO 7.** Lead innovative and entrepreneurial initiatives in digital marketing and consumer analytics, aligned with global trends and continuous improvement practices.

Program Completion Requirements

The Master of Science in Digital Marketing and Consumer Analytics degree shall be awarded to a student who is officially enrolled in the program and has fulfilled the following requirements:

- Successful completion of 33 credit hours.
- Achievement of a minimum cumulative GPA of 3.0 on a 4.0 scale.
- Completion of at least 75% of total program credit hours at CUD.
- Completion of the Dissertation or Consulting Project in Digital Marketing and Consumer Analytics while enrolled at CUD.

Program Structure

Core Courses	21 Cr. Hrs.
Electives	06 Cr. Hrs.
Practical experience and Projects	06 Cr. Hrs.
Total	33 Cr. Hrs.

List of Courses

I. Core Courses				
Course			Prerequisite	Cr. Hrs.
Technical Skills				21
DMA	601	Digital Marketing Strategy and Omnichannel Management	None	3-0-3
DMA	602	Marketing Analytics and Predictive Modelling	None	3-0-3
DMA	603	Consumer Behaviour in AI-Enabled Environments	None	3-0-3

Course			Prerequisite	Cr. Hrs.
DMA	604	Marketing Research and Experimental Design	DMA 602	3-0-3
DMA	605	Customer Journey and Customer Relationship Management Analytics	DMA 603	3-0-3
DMA	606	Social Media, Content and Influencer Analytics	DMA 601	3-0-3
DMA	607	Ethics, Privacy and Responsible AI in Digital Marketing	None	3-0-3
II. Core Elective Courses: 6 Credit Hours (Students are required to select two courses from the following courses.)				6
DMA	621	AI for Personalization and Recommender Systems	DMA 602	3-0-3
DMA	622	E-Commerce and Conversion Optimization	None	3-0-3
DMA	623	Brand Management in a Data-Driven Era	None	3-0-3
DMA	624	Retail, Location and Omnichannel Analytics	DMA 601	3-0-3
DMA	625	Advanced Consumer and Social Media Data Analytics	DMA 603	3-0-3
III. Practical Experience and Projects				
Course			Prerequisite	Cr. Hrs.
Dissertation or Consulting Project (Select either DMA 700 or DMA 710)				
DMA	700*	Dissertation	Completion of 18 Cr. Hrs.	6
OR				
DMA	710*	Consulting Project in Digital Marketing and Consumer Analytics	Completion of 18 Cr. Hrs.	6

* Students are required to select either DMA 700 or DMA 710.

Three-Semesters Study Plan

Sem.	Course Code		Subject Title	Prerequisite	Cr. Hrs.
Semester 1	Cycle 1				
	DMA	601	Digital Marketing Strategy and Omnichannel Management	None	3
	DMA	602	Marketing Analytics and Predictive Modelling	None	3
	Cycle 2				
	DMA	603	Consumer Behaviour in AI-Enabled Environments	None	3
	DMA	604	Marketing Research and Experimental Design	DMA 602	3
Total					12
Semester 2	Cycle 1				
	DMA	605	Customer Journey and Customer Relationship Management Analytics	DMA 603	3
	DMA	XXX	Elective 1	—	3
	Cycle 2				
	DMA	606	Social Media, Content and Influencer Analytics	DMA 601	3
	DMA	XXX	Elective 2	—	3
Total					12
Semester 3	DMA	607	Ethics, Privacy and Responsible AI in Digital Marketing	None	3
	DMA	700	Dissertation	Completion of 18 Cr. Hrs.	6
	OR				
	DMA	710	Consulting Project in Digital Marketing and Consumer Analytics	Completion of 18 Cr. Hrs.	6
Total					9
Total credit Hours					33