

MAKE TODAY MATTER

*Model the world as one
big data problem*

BSc (Hons) Data Science with Interactive Marketing

PROGRAMME DESCRIPTION

This programme is designed to offer students deep-rooted mathematical/statistical and analytical/computational skills to empower them with the necessary competencies required for volumetric data analysis in the context of digital marketing.

JOB PROSPECT

- DATA SCIENTISTS
- DATA ANALYST
- MARKETING ANALYST
- DATA AND ANALYTICS
MANAGER



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

APRIL 2023
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