

Experience Management and Analytics MS

SCHOOL OF SPORT, TOURISM AND HOSPITALITY MANAGEMENT

About the Program

The Master of Science in Experience Management & Analytics program is dedicated to preparing the next generation of global leaders in the experience industries of entertainment, events, hospitality, sport, and tourism. Through this program, these future leaders will be equipped with a unique blend of advanced analytical skills and immersive, practical knowledge in experience management. STEM designated, this program aims to prepare students for influential leadership roles across various sectors in the global experience industries. In addition, the program aims to prepare researchers for doctoral level work and industry-based research positions in the related fields. At its core, the program recognizes and addresses the escalating global demand for highly skilled professionals in the experience industries.

The program's curriculum places a strong emphasis on innovative experience design and management, integrating extensive industry knowledge, cutting-edge analytics skillset, and comprehensive research methodologies. A key differentiator of our program is the deep integration of analytics in every aspect of the curriculum. The future of experience industries is heavily reliant on data-driven decision-making and research thinking. The program equips students with the necessary knowledge and tools to analyze, interpret, and apply data analytics effectively for research empowered leadership positions across the relevant industries and fields.

Time Limit for Degree Completion: 4 years

Campus Location: Main and Online

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Study Abroad: The program provides immersion experiences through various campus locations and can facilitate internship experiences abroad through the Center for Industry Engagement.

Job Prospects: Graduates will find employment opportunities in industries such as entertainment, transportation, retail, healthcare, and finance, as data analysts, market research leads, sales analysts, business analysts, forecasting analysts, and healthcare data analysts.

Financing Opportunities: Students are automatically considered for merit scholarships from the School of Sport, Tourism and Hospitality Management (STHM) at the time of admission. Scholarships are awarded on the basis of a student's academic history and professional experience.

Teaching and Research Assistantships within STHM are reserved for students who are capable of teaching undergraduate classes in specialized academic areas or assisting in faculty research. Graduate Externships are also available in a variety of areas around the university. Only admitted students may be awarded assistantships and externships.

Teaching Assistants (TAs), Research Assistants (RAs), and Graduate Externs (GEs) are expected to provide between 5 and 20 hours per week of service throughout the academic year. A nine-month stipend and partial or full (up to 9 credits) tuition remission for the Fall and Spring terms are offered for TAs and RAs, depending on the number of hours worked. GEs receive a stipend only. Applications for assistantships and externships are not evaluated until a Graduate School application, and all appropriate materials have been received. The evaluation of applicants for Teaching and Research Assistantships and Graduate Externships begins by March and continues until all positions have been filled.

Admission Requirements and Deadlines

Application Deadline:

Fall:

- December 15 – Early Admissions Deadline
- March 1 – Priority Scholarship Deadline and International Deadline
- June 30 – Final Application Deadline

Spring:

- August 1 – Priority Scholarship & International Student Deadline
- November 1 – Final Student Application Deadline

Applications are processed as they arrive through the deadline. Late applications may be considered for admission if space is available.

APPLY ONLINE to this STHM graduate program.

Letters of Reference:

Number Required: 1

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or past or current work supervisors.

Bachelor's Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.

Statement of Goals: In 500 words or less, describe your short-term and long-term professional goals. Explain how this program will help you attain those goals.

Standardized Test Scores:

GRE/GMAT: Scores may be requested based on the applicant's academic and/or professional background. Consult an admissions advisor with any questions.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 4.5
- IELTS Academic: 6.5
- Duolingo: 110
- PTE Academic: 68

Resume: Current resume or CV required.

Transfer Credit: Graduate credits from an accredited institution may be transferred into the program. The credits must be equivalent to coursework offered in the Master of Science in Sport Business and cannot have been used to complete another degree either at Temple University or another institution. The grade must be a "B" (3.0 GPA) or better in order to transfer. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 36

Required Courses:

Code	Title	Credit Hours
Core Courses		
STHM 5111	Applied Research	3
STHM 5311	Strategic Service Management in the Experience Industries	3
STHM 5313	Financial Management in the Experience Industries	3
STHM 5601	Experience Industry Analytics	3
STHM 5602	Experience Design and Innovation	3
STHM 5607	Experience Excellence Immersion	3
STHM 5485	Graduate Internship in Experience Management and Analytics	3
STHM 5998	Pre-Project / Pre-Thesis Research in Experience Management and Analytics	3
THE 9995 or THE 9996	Master's Project in Experience Management and Analytics Master's Thesis in Experience Management and Analytics	3
Fox STEM Electives		
Select three of the following courses:		9
STAT 5001	Quantitative Methods for Business	
STAT 5602	Visualization: The Art of Numbers and the Psychology of Persuasion	
STAT 5603	Statistical Learning and Data Mining	
STAT 5604	Experiments: Knowledge by Design	
STAT 5605	Decision Models: From Data to Decisions	
STAT 5606	Data: Care, Feeding, and Cleaning in Python	
STAT 5607	Advanced Business Analytics	
Total Credit Hours		36

Accelerated Programs

Undergraduate students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The accelerated pathway for the Experience Management and Analytics MS is available to all qualified undergraduate students.

Cohort Code: XMSEMA

Minimum Cumulative GPA: 3.25

Graduate Courses Approved to Count for Both Undergraduate and Graduate Degrees

Code	Title	Credit Hours
STHM 5111	Applied Research	3
STHM 5311	Strategic Service Management in the Experience Industries	3
STHM 5313	Financial Management in the Experience Industries	3
STHM 5602	Experience Design and Innovation	3

Suggested Academic Plan

Course	Title	Credit Hours
Year 3		
Fall		
STHM 5311	Strategic Service Management in the Experience Industries	3
Credit Hours		3
Spring		
STHM 5313	Financial Management in the Experience Industries	3
Credit Hours		3
Year 4		
Fall		
STHM 5111	Applied Research	3
Credit Hours		3
Spring		
STHM 5602	Experience Design and Innovation	3
Credit Hours		3
Total Credit Hours		12

Admissions Criteria

Students should apply in the spring of their sophomore year but students in their first term junior year may also apply upon a course review by an STHM CSS advisor.

Contacts

Program Web Address:

<https://sthm.temple.edu/academics/graduate-programs/master-of-science-in-experience-management-analytics/>

Department Information:

School of Sport, Tourism and Hospitality Management:

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 1810 N. 13th Street
 Philadelphia, PA 19122-6083
 sthmgrad@temple.edu
 215-204-8701

Submission Address for Application Materials:

https://connect.temple.edu/portal/gr_applytoday

Department Contacts:

Assistant Director of Graduate Enrollment:

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