GAME, ENTERTAINMENT, AND MEDIA ANALYTICS (ONLINE) (MPGA)

Graduate Degree Program
College: Information

ABSTRACT

The College of Information offers a fully online Master of Professional Studies in Game, Entertainment, and Media Analytics (GEM Analytics). With the continuing global growth in the Game, Entertainment, and virtual/augmented reality and immersive experiences industries, entertainment providers increasingly depend on data analytics to maintain a competitive edge while continuing to improve the customer experience. The GEM Analytics MPS degree will train students to apply analytics and data science methods in support of traditional media (such as newspapers, books, magazines, and traditional TV), professional sports, as well as newer products and service offerings such as Virtual reality, OTT (over-the-top) video (e.g., Netflix, Hulu, Apple TV+, Disney +, etc.), Internet access, video games, e-sports, virtual and augmented reality, immersive experience, and Internet advertising. Graduates will be positioned to support customer profiling, personalization, optimization of content delivery across multiple channels, elongating customer lifetime value, maximizing channel revenues, as well as influencing the creation and development of content in alignment with other business drivers. In addition, students will learn about the sociotechnical facets of entertainment provision to enable them to influence consideration of data privacy, ethical design, and national security concerns in product and service design and deployment.

FINANCIAL ASSISTANCE

For more information on merit-based aid, please visit the Financial Aid (https://ischool.umd.edu/academics/tuition-fees-graduate/) section of the College of Information website (http://ischool.umd.edu/).

CONTACT

Please visit the College of Information website (http://ischool.umd.edu/) for details on upcoming Information Sessions (https://ischool.umd.edu/academics/virtual-info-sessions/) or Open House programs.

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Email: gem-mps@umd.edu

Website: **https://ischool.umd.edu/gem**

Courses: INFM (https://umd-curr.courseleaf.com/graduate/courses/infm/) INST (https://umd-curr.courseleaf.com/graduate/courses/inst/)

ADMISSIONS
GENERAL REQUIREMENTS

- Statement of Purpose
- Transcript(s)
- TOEFL/IELTS/PTE (international graduate students (https://gradschool.umd.edu/admissions/english-language-proficiency-requirements/))

PROGRAM-SPECIFIC REQUIREMENTS

- Letter of Recommendation (3)
- Resume/CV
- Supplementary Application (https://gradschool.umd.edu/sites/gradschool.umd.edu/files/uploads/admissionsforms/umdsupplementaryapplicationmpga2023.pdf)

*Visa Eligibility: This program is not eligible for I-20 or DS-2019 issuance by the University of Maryland.

APPLICATION DEADLINES

Type of Applicant	Fall Deadline
Domestic Applicants	
US Citizens and Permanent Residents	July 15, 2025
International Applicants	
F (student) or J (exchange visitor) visas, E,G,H,I and L visas and immigrants	July 15, 2025

RESOURCES AND LINKS:

Program Website: ischool.umd.edu/gem (http://ischool.umd.edu/gem/)
Application Process: gradschool.umd.edu/admissions (https://gradschool.umd.edu/admissions/)

REQUIREMENTS

- Game, Entertainment, and Media Analytics, Master of Professional Studies (M.P.S.) (https://academiccatalog.umd.edu/graduate/programs/game-media-analytics-mpga/game-media-analytics-mps/)