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## **Syracuse University Welcomes First Cohort of Students to DataScience@Syracuse, a New Online Graduate Program in Applied Data Science**

**--Over 60 students represent the inaugural cohort, more than doubling expected student enrollment--**

SYRACUSE, N.Y., Nov. 2, 2017 /PRNewswire/ -- Syracuse University's School of Information Studies ([iSchool](#)) and the Martin J. Whitman [School of Management](#) together welcomed the first cohort of students to [DataScience@Syracuse](#). The new online program teaches an interdisciplinary curriculum developed by both schools, helping students apply analytical concepts and real-world insights within their professional careers.

More than 60 students are currently enrolled in the program, representing 23 states across the U.S. including California, Texas and Colorado, among others. The online program provides a unique level of flexibility which allows students across the country to advance their careers without the need to relocate. The average age of students is 35 and they bring, on average, 11 years of work experience in a wide range of industries including aerospace, broadcasting, education, finance, healthcare and pharmaceuticals.

"I have worked in advertising for more than six years, and there's already been a tremendous change in the industry. Digital ads and social media campaigns are becoming increasingly more data-driven, and modern marketing managers are now expected to analyze and prove true ROI for their campaigns," said Corey Lucero, a director of advertising strategy and Oklahoma City-based DataScience@Syracuse student. "Since the first day of classes, I've been able to apply new skills and theoretical knowledge to my professional role. I look forward to continuing my path in this program while gaining the tools needed to help brands become more competitive in the modern marketing era."

Students meet weekly through live online sessions and complete immersive course content between classes, accessible both online and offline, on computers and mobile devices from any location. The program is taught by esteemed Syracuse faculty, utilizing an interdisciplinary curriculum focused on data capture, management, mining and analysis skills.

DataScience@Syracuse is the newest in a robust collection of online graduate degrees offered by Syracuse University in partnership with 2U. Other programs include ExecutiveMPA@Syracuse, an Executive Master of Public Administration; MBA@Syracuse, a Master of Business Administration; Accounting@Syracuse, a Master of Science in Professional Accounting; BusinessAnalytics@Syracuse, a Master of Science in Business Analytics; Communications@Syracuse, a Master of Science in Communications; Engineering@Syracuse, online graduate programs from the College of Engineering and Computer Sciences in cybersecurity, computer science and computer engineering; and iSchool@Syracuse, online graduate programs from the School of Information Studies in information management and library and information science.

For more information on DataScience@Syracuse, visit [datascience.syr.edu](http://datascience.syr.edu).

### **About the School of Information Studies**

Syracuse University's School of Information Studies is The Original Information School in the nation. It is a leading center for innovative programs in information policy, information behavior, information management, information systems, information technology, and information services. The nationally ranked school (U.S. News and World Report) has professional degree programs at the undergraduate and master's levels and research and professional degrees at the doctoral level. The school offers its master's programs in campus and online formats.

### **About the Martin J. Whitman School of Management**

The Martin J. Whitman School of Management at Syracuse University educates students to become successful entrepreneurial leaders in a rapidly changing global economy. The Whitman School offers BS, MBA, M.S. and PhD programs, all accredited by the Association to Advance Collegiate Schools of Business (AACSB). The school's faculty includes internationally known scholars and researchers, as well as successful entrepreneurs and business leaders. Whitman continues to be ranked among the nation's top business schools by U.S. News & World Report and Bloomberg Businessweek. For more information about the Whitman School, visit [whitman.syr.edu](http://whitman.syr.edu) and follow it on social media at [whitman.syr.edu/follow](http://whitman.syr.edu/follow).

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