# TECH TALK:

Which master's degree should you get?

THREE IN-DEMAND DEGREES.

ONE BOOMING TECHNOLOGY INDUSTRY.

FIND OUT WHICH MASTER'S PROGRAM WILL SET YOU UP FOR A CAREER YOU'LL LOVE.

**TOURO COLLEGE
GRADUATE SCHOOL OF TECHNOLOGY**

# WHAT'S INSIDE

# INTRODUCTION

Did you know that adults in the U.S. use electronic media 11+ hours a day? Think about it: we download apps on our tablets, scan the radio on our commutes, surf websites throughout the day, and often fall asleep fiddling with our smart phones.

With the amount of time we spend tuning in or zoning out with technology, it's no wonder the Labor Department lists tech jobs among the fastest-growing this decade. The salaries are high, the unemployment rates are low, and the jobs are, well, *really* cool. Do you want to bridge your interests with a successful tech career?

There are three very in-demand master's degrees right now in the tech industry, and based on your talents, goals, and what kind of future appeals to you, you may find one of them to be exactly what you need to aim higher and advance your career.

# IF YOU'RE INTO GRAPHIC DESIGN...

Many people may not immediately equate technology with design, but professionals who can tie creative design with programming savvy are critical in nearly any sort of job—and those with a master's have a big advantage in job interviews over those with just an undergraduate degree in graphics, web design, computer science, or multimedia. Intrigued? Think about these questions.

Did you major in graphic design, digital media, or computer science, or take courses in each?

Would you enjoy graduate courses on topics like 3D animation, web programming, digital photography for designers, or designing for e-commerce?

Do you like making decisions that affect the design of your company's work, and want to be able to make more informed choices?

Are you drawn to the idea of managing a team that uses digital, audio, and video media to create compelling websites, games, or brands?

Do you like testing out new design programs and software that could increase efficiency and boost your bottom line?

Do you have a portfolio of studio work in design or a related field—and if not, are you up for taking preparatory courses?

## YES?

Consider pursuing the **Master of Arts Web and Multimedia Design (WMM).** By specializing in this area of high demand and equipping yourself with both theoretical and technical expertise, you'll have a lot of interesting career opportunities to choose from.

### EXAMPLES OF CAREER OPTIONS:

- 3D Animator
- Art Director
- Branding Specialist
- Front End Development
- Interface Designer
- Multimedia Designer
- Print and Digital Designer
- UX/UI Designer
- Web Designer
- Web and App Development

# IF YOU'RE INTO COMPUTER SCIENCE OR INFORMATION SYSTEMS...

We've come to a point where we can't live without technology. Computers educate us, entertain us, distract us, attract us, solve problems, and manage information. Imagine having the technical and managerial expertise to lead a career that capitalizes on this crucial part of our daily lives. Do any of these questions resonate with you?

Are you a recent college graduate with a major in computer science or information systems, an industry professional with equivalent experience, or a newcomer to the industry who's ready to take preparatory courses and dig in?

Are you interested in any of these four big concentration areas: data communications, technology leadership/ projectmanagement, database systems, or web and application development?

Do courses in network security, data mining and warehousing, business process management, or website engineering appeal to you?

Does the idea of using information technology to enhance decision-making in your business appeal to you—no matter the field you're currently in?

Would you like to be able to identify emerging technologies that could strategically improve a company's bottom line?

## YES?

Consider pursuing the **Master of Science in Information Systems (MSIS).** You'll have an edge over job seekers with only undergraduate-level training, and the skills to rise to the top of the technical team wherever you land next.

### EXAMPLES OF CAREER OPTIONS:

- Chief Information Officer $157,000 - $262,500 *
- Database Analyst
- Database Consultant
- Database Manager $112,250 – 160,250 *
- Mobile Application Developer $107,500 - $161,500 *
- Mobile Engineer
- Network Administrator
- Network Architect $115,000 - $165,250 *
- Project Executive
- Technology Manager
- Web Developer
- Web Programmer

*Salary range in 2015 according to Robert Half Technology 2015 Salary Guide

# IF YOU'RE INTO TEACHING...

Because the technology industry is so hot right now for job seekers, it's easy to see why more students (like you) are pursuing advanced degrees. But here's something to think about: schools need teachers to accommodate that surge. Schools also need—and companies do too—people who can translate tech talk to those who just need to know how it pertains to their job. (Or in the case of first graders, a little to get by for the time being!) Ask yourself these questions:

Do you already hold an initial teacher certification, and want to be eligible for a professional certification?

Do you like helping kids or adults understand how something works?

Are you the go-to friend who everyone asks for computer or software assistance?

Would you enjoy teaching or training in schools (K-12), colleges, universities, or business/industry settings?

Are you interested in taking courses that focus on topics like foundations of computers, networking in the educational environment, distance learning applications, programming in the classroom, or assistive and special needs technology?

Would you describe yourself as helpful, patient, innovative, and enthusiastic about technology?

## YES?

Consider pursuing the **Master of Science Instructional Technology (ITP).** You could learn how to develop curriculums that integrate technology, present company hardware and software solutions, teach employees at a major corporation and much more.

### EXAMPLES OF CAREER OPTIONS:

- College Professor
- Computer Lab Teacher
- Computer Cluster Teacher
- Corporate Trainer
- Director of Technology
- Educational Sales Representative
- Educational Software Developer
- Instructional Designer
- Instructional Technology Coordinator
- Online Course Developer
- Staff Developer
- Technology Teacher

# ABOUT TOURO GRADUATE SCHOOL OF TECHNOLOGY (GST)

Now that you know more about three rewarding master's degrees in the technology arena, we invite you to learn more about Touro GST. Conveniently located in midtown Manhattan amid New York's booming tech industry, we're the school for you if you gravitate toward any of those degrees.

**Here's a little about what we offer both current professionals and newcomers to the field:**

### Cutting-edge courses.

Our class requirements and electives are industry-driven in all three programs—WMM, ITP, and MSIS—and each are taught by outstanding faculty members who are experts in their field.

### An active Career Services Center.

From resume preparation and interview techniques to career planning, our Career Services staff never stops working for you until you find a job you love.

Our students and alumni are employed at top companies like Chase, Credit Suisse, Fresh Direct, Goldman Sachs, AT&T, SiriusXM Radio, and EmblemHealth.

### A supportive, welcoming environment.

Touro GST is home to people from all walks of life and from all around the world who come to New York to advance their tech skills. We're driven by the mission of our entire Touro College and University System to promote knowledge, compassion, and social justice.

## READY TO SEE WHAT TOURO GST CAN DO FOR YOU?

VISIT TOURO GST                    >

REQUEST MORE INFORMATION           >

START YOUR APPLICATION             >

# CONTACT US

If you have any questions about the three degrees discussed, our team would be happy to hear from you. You can reach us anytime:

💬 **Live chat**

📞 **1(212) 463-0400 x 55378**

✈ **info.gst@touro.edu** (Student Services Office)

Thank you for reading our eBook!

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