

Digital Marketing Master of Science

Degree Type

Master of Science

Environment

online

Program Length

48 weeks

Overview

The Digital Marketing Master of Science degree program addresses the concepts of digital marketing, search engine optimization, new media marketing, branding, technology, and psychology. The demands on the digital marketing professional are more intense than ever due to rapid advances in technology, the complexities of web design, digital marketing campaign development, social media networks, public relations, advertising, and sales. This program addresses advanced marketing topics that will help give you the tools to create powerful marketing and strategic plans for selling products or services, develop and cultivate a brand, and protect a company's reputation within the digital community. The program's curriculum focuses on a variety of advanced principles, including digital marketing theories, search engine optimization, interactive advertising design principles, legal issues, web design, digital metrics, public relations, and global/cultural issues. Your education culminates in the final capstone project, where you'll be tasked with creating and producing a complete integrated marketing campaign. This well-rounded education will help you advance your marketing and strategic skills in preparation for entering or advancing through the digital marketing industry. To help you make that transition, our team of Career Development professionals will be available to help you polish your interviewing skills and résumé and get you ready for your next steps. In addition, our Career Development services and advisors will be available for support and assistance throughout your career—not just during your education.

Objective

Master's Objective The goal of the Digital Marketing Master of Science degree program is to develop leaders who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. The program's advanced academic phases provide students with a focused knowledge and understanding of digital marketing, search engine optimization, e-commerce, and the psychology of the online consumer. Completion of this degree program will greatly enhance your ability to develop and implement a cohesive digital marketing strategy. This program is designed to foster the development of highly trained individuals who want to develop careers in the field of digital marketing. The instruction received in this program provides students with the tools to help sustain a productive career path in the world of marketing.

Month 1

Month 1

Code	Title	Credit Hours
MDL501	Mastery: Personal Development and Leadership	3.0

Month 2

Month 2

Code	Title	Credit Hours
MAR512	Digital Marketing Fundamentals	3.5

Month 3

Month 3

Code	Title	Credit Hours
MAR632	Digital Storytelling and Branding	3.5

Month 4

Month 4

Code	Title	Credit Hours
IMK592	Consumer Behavior and Analysis	3.0

Month 5

Month 5

Code	Title	Credit Hours
DMK542	Digital Design and Usability	3.0

Month 6

Month 6

Code	Title	Credit Hours
IMK522	New Media Marketing	3.0

Month 7

Month 7

Code	Title	Credit Hours
DMK512	Advanced Digital Marketing Strategies	3.0

Month 8

Month 8

Code	Title	Credit Hours
IMK622	Advanced Search Engine Optimization	3.0

Month 9

Month 9

Code	Title	Credit Hours
IMK642	Strategic Internet Public Relations	3.0

Month 10

Month 10

Code	Title	Credit Hours
DMK662	Digital Analytics and Optimization	3.0

Month 11

Month 11

Code	Title	Credit Hours
DMK672	Digital Marketing and the Law	3.0

Month 12

Month 12

Code	Title	Credit Hours
DMK691	Digital Marketing Campaign Development	3.0
Total Credit Hours		37