**College/School Name: Katz School for Graduate and Professional Studies**

**Department/Program Name: MS in Digital Marketing and Media**

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**I.          Department/Program Mission Statement**

The mission of the online MS in Digital Marketing and Media program is to prepare students for professional careers as social media marketing managers, marketing analysts, brand managers or related marketing positions in public, private or government sectors and other related fields. During the program students will develop critical skills in brand management, consumer behavior, social media, digital media marketing, data analysis and comprehensive marketing plans.

**II. Department/Program Student Learning Goals**

1. MS in Digital Marketing and Media students will be able to analyze the numerous variables that comprise and affect consumer behavior.

2. MS in Digital Marketing and Media students will be able to design and implement marketing strategies to maximize a company’s chance of winning in markets.

3. MS in Digital Marketing and Media students will be able to conduct all stages of   marketing research including the formulation of the research problem, creation of the research design, implementation of data collection methods and sampling schemes data analysis, and development of informed recommendations. 4. MS in Marketing students will be able to provide insights into the strategies that are most likely to reach, inform, and persuade consumers.

**III. Department/Program Student Learning Objectives:**

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| **Department/Program Goal** | **Objectives** |
| 1. MS in Digital Marketing and Media students will be able to analyze the numerous variables that comprise and affect consumer behavior. | Students will be able to identify various consumer behaviors. |
| Students will be able to design consumer decision making processes for various marketing situations. |
| 2. MS in Digital Marketing and Media students will be able to design and implement marketing strategies to maximize a company’s chance of winning in markets. | Students will be able to assess market opportunities by analyzing customers, competitors, and the strengths and weaknesses of a company. |
| Students will be able to evaluate various marketing strategies. |
| Students will be able to communicate and defend their own marketing recommendations and critically examine and build upon the recommendations of others. |
| Students will be able to characterize the interdependence of marketing decisions and their effects on the firm’s customers and its competition |
| 3. MS in Digital Marketing and Media students will be able to conduct all stages of   marketing research including the formulation of the research problem, creation of the research design, implementation of data collection methods and sampling schemes data analysis, and development of informed recommendations. | Students will be able to analyze systematic management problems and translate them into marketing research problems. |
| Students will develop a critical eye for marketing research and appreciation for its potential contributions and limitations. |
| 4. MS in Digital Marketing and Media students will be able to provide insights into the strategies that are most likely to reach, inform, and persuade consumers. | Students will be able to implement foundations of basic consumer psychology to analyze consumer   behavior |
| Students will be able to evaluate and investigate consumer behavior. |

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| Learning objectives/outcomes   |  | | --- | |  |  |  | | --- | |  | |  | | | | | |
| **Marketing Management and Strategy** | **Communications** | **Brand Management** | **Consumer Behavior and Customer Relationship Management** | **Marketing Research Methods** | **Marketing**  **Capstone** |
| Students will be able to analyze brands | X | X | X | X | X | X |
| Students will be able to develop marketing campaign and implement SEO strategies | X |  | X | X |  | X |
| Students will be able to present strategic insights by applying data visualization skills | X |  |  |  | X | X |
| Students will be able to monitor marketing metrics by using Google Analytics and other analytical techniques, and provide valuable insights to lead data driven decisions. |  |  |  | X | X | X |
| Students will be able to analyze systematic management problems and translate them into marketing research problems. | X | X | X |  | X | X |
| Students will develop a critical eye for marketing research and appreciation for its potential contributions and limitations. |  |  |  |  | X | X |
| Students will be able to implement foundations of basic consumer psychology to analyze consumer behavior | X | X | X | X | X | X |