

M.S. in Digital Marketing & Media

Full- and Part-Time Options*

30 Credits: 18 Credits Core + 12 Credits Electives



Full-Time Option (4 Semesters)

SEMESTER 1	CORE: Communications	CORE: Consumer Behavior	CORE: Marketing Management
SEMESTER 2	CORE: Brand Strategy	CORE: Marketing Research Methods	ELECTIVE: Visual Design & Storytelling
SEMESTER 3	ELECTIVE: Analytics Programming	ELECTIVE: Predictive Analytics	ELECTIVE: Marketing with AI
SEMESTER 4	CORE: Capstone		

Part-Time Option (5 Semesters)

SEMESTER 1	CORE: Communications	CORE: Consumer Behavior
SEMESTER 2	CORE: Brand Strategy	CORE: Marketing Research Methods
SEMESTER 3	CORE: Marketing Management	ELECTIVE: Analytics Programming
SEMESTER 4	ELECTIVE: Predictive Analytics	ELECTIVE: Visual Design & Storytelling
SEMESTER 5	CORE: Capstone	ELECTIVE: Marketing with AI

*This is a sample. Your course sequence may vary.