

M.S. in Digital Marketing and Media

Sample Full-Time Course Sequence

30 Credits: 18 Credits Core + 12 Credits Electives

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

