



# MS in Digital Marketing and Media

## Course Descriptions

### MAR 5100 Communications

Oral and written communication skills are critical to success in the marketing field. This course presents communication as integral to management and marketing strategy. This course introduces the basics of communication strategy: audience analysis, communicator credibility, message construction, and delivery. It will enhance your abilities to design effective messages, from concept to delivery.

### MAR 5507 Consumer Behavior and Customer Relationship Management

Customer Relationship Management (CRM) has changed the conversation in consumer-focused marketing, and companies are successful when they use CRM to optimize the identification, acquisition, growth and retention of desired customers. This course provides students with a practical understanding of the issues that affect B2C and B2B relationships, including the psychological, social and cultural drivers influencer of consumer behavior. Students master best practices for successful CRM including a company's response to consumer preferences, funnel management, messaging and sales activities, CRM systems and effective data management and application across the organization.

### MAR 5616 Marketing Research Methods

Marketing research is an organized way of developing and providing information for decision-making purposes. This course focuses on both qualitative and quantitative aspects of marketing research and how they help managers in addressing substantive marketing problems such as market segmentation, estimating market potential, forecasting, developing advertising and pricing policies, and designing and positioning new products.

### MAR 5815 Marketing Management and Strategy

This course provides a solid foundation in modern marketing from a strategic, general management perspective. Concepts and techniques presented address competitive analysis, segmentation, positioning strategy, and marketing decisions that support an effective marketing strategy. To reflect the scope of today's business world, the course examines marketing across various, diverse contexts and perspectives, including domestic and international, products and services, and others.

### MAR 5838 Brand Management

In this course, you will develop a deep understanding of brand structure and its importance in marketing. We will focus on management of brand equity, i.e., the value of the brand to the organization. Specific topics include defining and measuring brand equity, branding a service, launching a new brand, brand positioning, building and leveraging a brand, strategic brand management, and brand extension.

## MAR 5899 Marketing Capstone

In the Capstone, students create a marketing plan and fully integrated campaign including digital and social media for a real company. Students apply the strategic marketing knowledge and tools they've learned to increase the spending rate of current customers and cost-effectively acquire new customers. They integrate strategic marketing mix elements with corporate goals and maximize the benefits of e-commerce technology. And they discover cutting-edge strategic marketing models and their real-world applications.

## DAV 5200 Visual Design and Storytelling

Analysts must present their data in effective and compelling visualizations. This course combines the best heuristics for data presentation with hands-on experience in creating spreadsheet charts and data visualizations from a variety of source data. Students will learn how to combine text and visualizations to craft stories that promote deeper engagement with data analyses and conclusions.

## DAV 5400 Analytics Programming

Code-based solutions can be richer, more accurate, and more flexible than those that rely on off-the-shelf software and analytics packages. This course teaches the programming skills that data analysts need to prepare structured and unstructured data for downstream analysis. Students will use high-level programming languages to create rich data analysis workflows.

## MAR 5726 Social Computing in the Information and Interaction Age

Social computing brings people together in virtual spaces to facilitate various kinds of technology-mediated social participation, such as connecting, discussing, sharing, and recommending. This course explores the revolutionary upheavals and societal trends that resulted from recent generations of internet and communication technologies (ICTs). We'll explore the applications and platforms available today—including social networking, virtual communities, artifact and knowledge sharing sites, and mobile and location-based technologies and services—as well as emergent trends in this rapidly changing space. We'll also analyze the social aspects of online interaction, using core behavioral concepts such as group and community formation and identification, social network theory, individual motivations, and trust in addition to basic media theories such as social presence and media richness. Finally, we'll examine the impact of social media and modern communication tools on areas like commerce, entertainment, networking and relationship building, community action, sustainability, national security, emergency management, healthcare, citizen science, and education.

## MAR 5727 Applied Social Media

If you are one of the over a billion registered users of Facebook, then you are familiar with using social media. But what is social media exactly? And how does it differ from other forms of media? We answer these questions as we explore how the buzz word "social media" has evolved and transformed the way we think about both marketing and how we communicate with each other. Most importantly, we will learn how to apply the practices and tools of social media marketing by observing, analyzing, and experimenting.

## MAR 5728 Digital Storytelling

Marketers tell story with purpose, and digital marketers create content that resonates with audiences through different and non-traditional channels. This course equips students with the knowhow to control and integrate the narrative across multiple media for awareness, advertising, branding, public relations, and retention by telling stories and creating experiences. Students will use multiple media formats and

digital/physical artifacts to tell stories and tailor messages for a variety of market segments and effectively engage, excite, and convert leads into long-term customers.

### MAR 5729 Web Design and User Experience

Compelling and functional websites are at the heart of every great company's business strategy. Behavioral research tells us that digital media should be useful, intuitive and visually appealing. They must also tell a consistent story across each stage of the customer journey. This course introduces foundational concepts of design and development, using best practices in information architecture and user experience. By the end of the course students will be able to create websites and digital properties with strong value propositions and calls to action that support a company's conversion goals.

### MAR 5730 Web Analytics and SEO

Web analytics and SEO allow companies to achieve sales and business objectives. By tracking online visitors and analyzing their activities, marketers can refine their keyword strategies, and optimize digital properties to increase time on site and conversion rates. This course prepares students to effectively drive and measure web traffic using a variety of digital platforms. Students learn to build digital marketing measurement models maps business objectives to Key Performance Indicators. They will also explore how to obtain and analyze data to make actionable recommendations.

### MAR 5731 Predictive Analytics

Effective marketers harness the power of big data to develop consumer insights and make data-driven decisions. This course introduces students to the application of statistical and research-based techniques that predict behavior. Students construct models to ensure effective campaigns and initiatives, and evaluate the trade-offs between analysis, prediction and actual program execution.

### MAR 5732 Omnichannel Communications Optimization

Omnichannel communications optimization allows us to create coherent and consistent messaging across all touchpoints, improving both SEO results and the conversion journey. Through research into messaging, search engine algorithms, and keyword bidding strategies, students will learn to identify the optimal language, content, and strategies to reach communication goals.

### MAR 5734 Influencer Content Strategy

Influencers have emerged as an authentic, trustworthy source within a fragmented media landscape caused by the explosion of digital and social channels. In this course, we'll explore how influencers leverage the psychology of persuasion to craft contagious content, build stickier messages, and get any product, idea, or behavior embraced by the masses. We'll also analyze how influencers use the power of their social networks and the credibility of word-of-mouth influence to spread information, both online and offline. Finally, we'll discuss the future of influencer strategies and their relationship to broadcast, digital, social media, and mobile channels.

### MAR 5900 Internship

This course consists of an off-campus internship experience supervised by a staff person at the internship site and overseen by a faculty advisor. The internship site must be approved by the program director, and the overall duration of student work must be no less than 150 hours (based on a 3-credit course). At the start of the internship, the student and faculty advisor will jointly develop specific learning objectives tailored to the nature of the internship. Over the course of the internship, students will be required to submit weekly reflections, and at the end of the internship, students write a final paper that represents the culmination of the work performed.

### MAR 5901 Independent Study

This independent study course provides the student with the flexibility to learn more about a topic of interest outside of the formal course setting. The subject should be chosen in consultation with a faculty advisor who acts as the student's supervisor, and with the permission of the program director. The student is required to submit a course contract describing the course of study and its specific learning objectives. Course credit is determined in advance of the course, by the instructor with the approval of the program director.

### MAR 5902 Special Topics

This course provides the opportunity to offer boutique short-term courses on emerging phenomena, policies, processes, technologies, and techniques in digital and social strategies, and marketing analytics. The expectation is that this will be an advanced class that requires an appropriate student project and deliverable in line with the number of credits awarded for the course.

### MAR 5902 Special Topics: The YU Innovation Lab in the Heights

Since the launch of the YU Innovation Lab, digital marketing and media students have developed go-to-market strategies and acceleration for Israeli startups wishing to enter the U.S. market. The YU Innovation Lab is extending this model by developing a business acceleration consultancy within the uptown Manhattan neighborhood of Washington Heights, with this course as a vehicle for that consultancy.

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