

# DIGITAL MARKETING, MASTER

## Requirements

Code	Title	Hours
<b>Core Courses</b>		
DMG 710	Strategic Digital Marketing	3
DMG 712	Digital Marketing Research, Journey Mapping, and Consumer Analytics	3
DMG 720	Marketing Analytics and Data Visualization	3
DMG 724	Digital Design Thinking and the User Experience (UX)	3
DMG 722	Branding, Storytelling, and Writing Content for the Digital World	3
DMG 714	Leadership, Ethics, and the Legal Landscape of Digital Marketing	3
DMG 730	Digital Marketing Tools and Campaign Analytics: SEM, Display, and Retargeting	3
DMG 732	Social Media Marketing: SEO, Content and Influencers	3
DMG 799	Digital Campaign Project/Capstone	3
<b>Select 1 Elective</b>		<b>3</b>
PMP 710	Project Management Essentials	
DMG 751	Website, Visual Content, and Video Development	
DMG 752	Digital Consumer Psychology and Decision Making	
DMG 753	The Customer Journey: Website and eCommerce Marketing	
<b>Total Hours</b>		<b>30</b>