

# DIGITAL MARKETING (MS), COMBINED BACHELOR'S + MASTER'S DEGREE

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The Combined program allows undergraduate students to take 3 of the required courses (MKT 525, MKT 545, And MKT 555) which can double count for both their undergraduate degree and the MS. The MS curriculum requires 48 credit hours, taken as 10 required courses and 2 electives. The curriculum fosters skills in marketing (strategy, research, behavioral insight), a variety of digital channels, and ethics. Electives are chosen from additional digital marketing approaches and advanced research techniques.

Course	Title	Quarter Hours
MKT 525	MARKET RESEARCH	4
MKT 545	CONSUMER BEHAVIOR	4
MKT 555	MARKETING MANAGEMENT	4

These three courses may double-count up to 12 credits towards both degree programs. The undergraduate degree will be awarded at the completion of all undergraduate work while the MS in Marketing will be awarded upon completion of the remaining graduate level work.