

# DIGITAL MARKETING (MS)

The curriculum requires 48 credit hours, taken as 10 required courses and 2 electives. The required courses comprise 3 groups: Basic Marketing, Digital Core, and Other Required. 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.

Program Requirements	Quarter Hours
Digital Marketing MS Requirements	40
Digital Marketing MS Electives	8
<b>Total hours required</b>	<b>48</b>

- Students will be able to design an effective digital marketing campaign.
- Students will be able to use select the most appropriate digital marketing approaches to reach a specified audience.
- Students will be able to develop digital marketing strategies and tactics to accomplish specified business goals.
- Students will be able to analyze the results of \n o social media campaigns.\n o search engine optimization and paid search campaigns.\n o programmatic advertising campaigns.
- Students will be able to use statistics to interpret data.
- Students will be able to state the ethical concerns associated with digital marketing.

Course	Title	Quarter Hours
<b>Digital Marketing Foundation Requirements</b>		
MKT 525	MARKET RESEARCH (Note on MKT 525 prerequisites: We will waive the prerequisite of GSB 420 or GSB 519 for students who have taken a statistics course such as MAT 137 or BUS 102, or equivalent. For the 4+1 program, we expect any DePaul undergraduate who applies will have already taken MAT 137 or an equivalent. Students without any statistics course as an undergraduate will need to take GSB 420 or GSB 519. Thus, for students without a statistics course on their transcript, the total number of courses will be 13 and the total number of credit hours will be 52.)	4
MKT 545	CONSUMER BEHAVIOR	4
MKT 555	MARKETING MANAGEMENT	4
<b>Digital Marketing Core Requirements</b>		
MKT 521	SOCIAL MEDIA MARKETING	4
MKT 522	SEARCH ENGINE MARKETING & ANALYTICS	4
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	4
PRAD 595	SPECIAL TOPICS IN PUBLIC RELATIONS & ADVERTISING	4
<b>Digital Marketing Additional Requirements</b>		
MKT 519	AI AND MARKETING	4

MKT 524	ADVANCED DIGITAL MARKETING STRATEGY	4
MPOP 575	DIGITAL MEDIA ETHICS	4
<b>Select two from the following:</b>		<b>8</b>
MKT 523	CONTENT MARKETING	
MKT 527	TEXT ANALYSIS FOR MARKETING	
MKT 546	NEUROMARKETING AND PHYSIOLOGICAL MARKET RESEARCH	
MKT 560	DIGITAL BUSINESS STRATEGY	
MKT 588	ECOMMERCE MARKETING	
MKT 596	MOBILE MARKETING	
PRAD 561	DIGITAL COMMUNICATION IN A GLOBALIZED WORLD	