Digital Marketing and Design

Graduates of our MS in Digital Marketing and Design program should feel equipped to create, implement and analyze strategic campaigns across a variety of digital channels.

Program outcomes:

- Build and actively manage digital marketing campaigns across social media, website and mobile platforms.
- Have a comprehensive working knowledge of digital and social media platforms.
- Write appropriate content for online and digital audiences.
- Develop thorough digital marketing campaigns that integrate multiple channels.
- Track results of digital advertising through analytics tools and use the data to inform future marketing decisions.
- Use advanced media tools to enhance digital strategies.
- Communicate the value of digital marketing as it relates to an organization’s overall marketing strategy.