IMPORTANT — Changes to requirements for Master of Science in Digital Marketing and Design, effective Fall 2019 Session 1.

After a recent industry review, Graduate Professional Studies is introducing changes to the program requirements for the Master of Science in Digital Marketing and Design degree. What you need to know:

- Students admitted into the Master of Science in Digital Marketing and Design degree for the Fall 2019 Session 1 must follow the program requirements outlined below.

Please contact an enrollment advisor with any questions or concerns.

Program Requirements for Digital Marketing and Design students admitted for Fall 2019 Session 1 or later.

**Required Courses**

- RDMD 102 Digital Marketing Strategy
- RDMD 110 Search Engine Marketing and Optimization
- RDMD 120 Writing for Digital Environments
- RDMD 130 Multichannel Marketing Campaigns
- RDMD 135 Conversion Rate Optimization
- RSAN 140 Marketing and Customer Analytics
- RUCD 101 User Experience Design

**Elective Courses**

Choose 3 elective courses

- RCOM 202 Communication for Effective Leadership
- RDMD 150 Digital Imaging, Video, and Media Production
- RDMD 160 Ethics in Digital Design and Marketing
- RDMD 290 Special Topics in Digital Marketing and Design
- RPJM 101 Foundations of Project Management
- RSAN 110 Business Intelligence, Analytics and Strategic Decision Making
- RSEG 102 Software Development in Java
- RSEG 161 Web Development Technologies
- RSEG 175 Mobile Applications and Responsive Web Design
- RUCD 120: Cognitive and Social Psychology of User-Centered Design