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 already admitted into the Master of Science in Digital Marketing and Design degree prior to March 13, 2019 must follow the program requirements under which they were admitted. These requirements are outlined below.

- Students who applied to the program after March 13, 2019 will follow the new program requirements posted on the Master of Science in Digital Marketing and Design page for current students.

Please contact your student advisor with any questions or concerns.

Program Requirements for Digital Marketing and Design students admitted prior to March 13, 2019.

**Required Courses**

- RDMD 102 Digital Marketing Strategy
- RDMD 110 Principles of Search Engine Marketing
- RDMD 120 Writing for Digital Environments
- RDMD 130 Multichannel Marketing Campaigns
- RSAN 101 Foundations of Data Science and Analytics
- RSAN 140 Marketing and Customer Analytics
- RUCD 101 Innovation and User-Centered Design

**Elective Courses**

*Choose 4 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