“Today’s businesses rely heavily on websites, blogs, social media and other digital content that is created and controlled by the organization. **Students in this program learn to leverage these assets and analyze their data to make smart decisions that grow companies.**”

— Steven Dupree, Program Chair and Head of Marketing at Amava

**WHY GPS?**

- Brandeis standards of excellence
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising
- Finish in 18 months

**WHY THIS PROGRAM?**

Create digital marketing solutions with proven ROI.

Developed with industry experts, this STEM-designated program will equip you to:

- Develop impactful, goals-driven digital marketing strategies that optimize the customer journey.
- Design, manage and optimize campaigns across social media, display, search and mobile.
- Use analytics to evaluate campaign results and inform future marketing decisions.

**REQUIRED COURSES:**

- Digital Marketing Strategy
- Search Engine Marketing and Optimization
- Writing for Digital Environments
- Multichannel Marketing Campaigns
- Conversion Rate Optimization
- Marketing and Customer Analytics
- User Experience Design

**SAMPLE ELECTIVES (SELECT 3):**

- Digital Imaging, Video and Media Production
- Ethics in Digital Design and Marketing

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2019-2020 Academic Year