“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 Entrepreneur in Residence at Trinity Ventures

**WHY THIS PROGRAM?**

Create digital marketing solutions with proven ROI.

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

- Design marketing campaigns across evolving digital platforms.
- Capture and use advertising analytics to inform marketing decisions.
- Optimize the content and design of campaigns for digital audiences.

**REQUIRED COURSES:**

- Digital Marketing Strategy
- Principles of Search Engine Marketing
- Writing for Digital Environments
- Multichannel Marketing Campaigns
- Foundations of Data Science and Analytics
- Marketing and Customer Analytics
- Innovation and User-Centered Design

**SAMPLE ELECTIVES (SELECT 3):**

- Digital Imaging, Video and Media Production
- Ethics in Digital Design and Marketing
- Mobile Applications and Responsive Web Design
- Web Development Technologies
- Software Development in Java

**WHY GPS?**

- Brandeis standard 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 as little as 18 months

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