

PLAN YOUR YEAR

Earn your Master of Science in Digital Marketing and Design in one year

Two course sequence options to fit your schedule

Fall-2 2021

Course Dates: October 6 - December 14

RDMD 110: Search Engine Marketing and Optimization (R)

RUCD 101: User Experience Design (R)

Spring-1 2022

Course Dates: January 12 - March 22

RDMD 102: Digital Marketing Strategy (R)

Choose one of the following:

RDMD 150: Digital Imaging, Video, and Media Production (E)

OR

RUCD 120: Cognitive and Social Psychology of User-Centered Design (E)

Spring-2 2022

Course Dates: April 6 - June 14

RDMD 130: Multichannel Marketing Campaigns (R)

RSAN 140: Marketing and Customer Analytics (R)

Choose one of the following:

RDMD 160: Ethics in Digital Design and Marketing (E)

OR

RSAN 110: Business Intelligence (E)

Fall-1 2022

Course Dates: July 13 - September 20

RDMD 120: Writing for Digital Environments (R)

RDMD 135: Conversion Rate Optimization (R)

Choose one of the following:

RCOM 202: Communication for Effective Leadership (E)

OR

RPJM 101: Foundations of Project Management (E)

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The MS in Digital Marketing and Design program is comprised of 7 required courses (R) and 3 elective courses (E)

Additional course sequence options are available. Please note that course schedules are subject to change.