

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-1 2020

Course Dates: July 15 - Sept. 22

RDMD 102: Digital Marketing Strategy (R)

RUCD 101: User Experience Design (R)

Choose one of the following:

RCOM 202: Communication for
Effective Leadership (E)

OR

RPJM 101: Foundations of Project Management (E)

Fall-2 2020

Course Dates: Oct. 7 - Dec. 15

RDMD 110: Search Engine Marketing and
Optimization (R)

RSAN 140: Marketing and Customer
Analytics (R)

Choose one of the following:

RSAN 110: Business Intelligence (E)

OR

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

Spring-1 2021

Course Dates: Jan. 13 - March 23

RDMD 120: Writing for Digital Environments (R)

RDMD 130: Multichannel Marketing Campaigns (R)

Spring-2 2021

Course Dates: April 7 - June 15

RDMD 135: Conversion Rate Optimization (R)

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

Fall-1 2020

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Spring-1 2021

Course Dates: Jan. 13 - March 23

RDMD 120: Writing for Digital Environments (R)

RDMD 130: Multichannel Marketing Campaigns (R)

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

Spring-2 2021

Course Dates: April 7 - June 15

RDMD 135: Conversion Rate Optimization (R)

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

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