WHY GPS?

- A decade in online expertise
- 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
- Full-time and part-time options

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
- Communication for Effective Leadership
- Cognitive and Social Psychology of User-Centered Design
- Foundations of Project Management
- Software Development in Java

"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