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 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 102: Digital Marketing Strategy (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)
Choose one of the following:
RDMD 160: Ethics in Digital Design and Marketing (E)
OR
RUCD 101: User Experience Design (R)

Fall-1 2021
Tentative Course Dates: July 14 - Sept. 21
RDMD 130: Multichannel Marketing Campaigns (R)
RUCD 101: User Experience Design (R)

Fall-2 2020
Course Dates: Oct. 7 - Dec. 15
RDMD 110: Search Engine Marketing and Optimization (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 102: Digital Marketing Strategy (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)
OR
RUCD 101: User Experience Design (R)

Fall-1 2021
Tentative Course Dates: July 14 - Sept. 21
RUCD 101: User Experience Design (R)
RDMD 102: Digital Marketing Strategy (R)
Choose one of the following:
RUCD 101: User Experience Design (R)
OR
RPJM 101: Foundations of Project Management (E)

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.