



Master of Science in Digital Marketing and Design

"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?

Are you interested in creating digital marketing strategies with proven ROI?

Developed by marketing experts who are plugged into this fast-changing space, this program will equip you to:

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

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

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2016-2017 Academic Year

WHY GPS?

Industry driven. Small by design.

- Experience Brandeis standards of excellence
- Engage in online classes that are capped at 20 students
- Learn from industry practitioners
- Create meaningful professional connections in your field
- Apply the latest industry techniques
- Receive personal student support