

Digital Marketing MS

FOX SCHOOL OF BUSINESS AND MANAGEMENT

Learn more about the Master of Science in Digital Marketing.

About the Program

The MS in Digital Marketing degree program is designed to address digital marketing best practices to empower graduates to thrive at the front line of the changing media environment. Students are equipped with the skills necessary to develop and manage a modern brand through authentic communication with customers and prospects alike. In addition, students are empowered to think strategically about how brands, their employees, and society at large interact to hone more effective multi-platform marketing and media plans. Through hands-on learning and real-world practice, students learn persuasive communication techniques, the ins and outs of an organization's digital infrastructure, and how to fuse digital marketing and traditional advertising strategies to maximize profitability and efficiency.

Upon program completion, graduates pursue various marketing and/or advertising positions. Many positions relate to working and living in a multi- and omni-channel world. Today's marketers cannot simply rely on traditional marketing and advertising alone. They must be able to segment, target, and position their brand, product or service to intended consumers in a strategic, timely, relevant and useful manner. Building and maintaining brand loyalty and long-term customer relationships is key. Examples of career paths upon program completion include:

- Account Supervisor/Associate Vice President of Marketing
- Advertising Account Executive or Senior Account Executive
- Brand Strategy Director
- Senior Communications Strategist
- Senior Content Marketing Strategist
- Director of Digital/Mobile/Social Strategies
- Director of Marketing/Advertising/Communications/Public Relations
- Insights and Analytics Specialist
- Media Planning/Buying Specialist
- Multi-platform Account Director
- Product Development Manager
- Search, Social, and Emerging Media Specialist
- Senior Brand Manager
- SEO Account Manager/Specialist

Time Limit for Degree Completion: 6 years

Campus Location: Online

Full-Time/Part-Time Status: The degree program is completed on a part-time basis.

Affiliation(s): Research interests of Fox faculty are supported by numerous centers and institutes throughout the Fox School and Temple University.

Accreditation: The MS in Digital Marketing is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Job Prospects: The Fox Center for Student Professional Development (CSPD) provides students with career coaching and professional development resources that support their job search.

Non-Matriculated Student Policy: This program requires the student to be matriculated in the degree program.

Financing Opportunities: Citizens and permanent residents of the United States are considered domestic students and are typically eligible for federal student loans and alternative loans through private lenders. The Fox School grants 5% tuition scholarships to alumni who are admitted to the program.

Admission Requirements and Deadlines

Application Deadline:

Fall:

- December 15 – Early Admissions Deadline
- March 1 – Scholarship Deadline and International Deadline
- June 30 – Final Deadline

Applications are reviewed as they are received and can sometimes be considered after the final deadline.

APPLY ONLINE to this Fox graduate program.

Letters of Reference:

Number Required: 1

From Whom: Professional references from an immediate supervisor, current or past, is preferred. An academic reference is acceptable. If self-employed, a reference from a client is permissible.

Bachelor's Degree in Discipline/Related Discipline: A baccalaureate degree from an accredited university or college is required. For three-year degrees, an evaluation of mark sheets may be required by WES or another NACES organization.

Statement of Goals: Essay prompts can be found in the online application portal.

Standardized Test Scores:

GRE/GMAT: Scores may be requested based on the applicant's academic and/or professional background. Candidates with an undergraduate GPA below 3.0 are required to submit valid GMAT or GRE test scores. Consult an admissions advisor with any questions.

Applicants who earned their baccalaureate degree from an institution outside of the United States must report scores for standardized test of English that meet the minimums below. Exceptions are made for applicants who have subsequently earned a baccalaureate or masters degree from the approved list of countries provided by the Graduate School.

- TOEFL iBT: 90
- IELTS Academic: 7.0
- Duolingo: 110
- PTE Academic: 68

Resume: Current resume or CV is required.

Interview: Candidates are invited to interview virtually. Interviews are required on a case-by-case basis.

Optional Essay: Prompts for this optional essay can be found in the online application portal.

Transfer Credit: Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the MS program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a "B" or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 30

Required Courses:

Code	Title	Credit Hours
Core Courses		
BA 5687	Advanced Professional Development Strategies ¹	0
MIS 5001	Information Technology Management	3
MIS 5101	Business Intelligence	3
MIS 5603	Social Media Innovation	3
MKTG 5001	Marketing Management/Strategy ²	3
MKTG 5101	Consumer and Buyer Behavior	3
MKTG 5604	Digital Marketing	3
MKTG 5605	Digital Innovation in Product Management and Branding	3
Electives ³		
Select two from the following:		6

BA 5002	Socioeconomic Context of Business	
HRM 5001	Leading Organizations	
HRM 5112	Leading High Performing Teams	
HRM 5113	Power, Influence, and Negotiation	
MIS 5109	User Experience Design	
SGM 5051	Business Strategy in a Global Environment	
SGM 5144	Creativity Unleashed: Harnessing Creativity to Solve Real-World Innovation Challenges	
Capstone Course		
MKTG 5118	Marketing MS Capstone ⁴	3
or MKTG 5182	Independent Study	
Total Credit Hours		30

¹ BA 5687 may be waived based on prior academic or professional preparation/experience. Students must consult with the Academic Director to determine if they meet the waiver requirement.

² All students take MKTG 5001 in the first semester in the program.

³ With prior approval from the program's Academic Director, students may take other relevant 5000-level electives in the Fox School. Elective course options vary per semester. All elective courses are not offered every semester in every format, some electives may not be offered in a fully online delivery format, and some may be offered exclusively in either the fall, spring, or summer semester.

⁴ Selection of MKTG 5182 Independent Study requires approval from the program's Academic Director.

Culminating Event: Satisfactory completion of coursework is required to earn the Digital Marketing MS.

Contacts

Program Web Address:

<https://www.temple.edu/academics/degree-programs/digital-marketing-ms-bu-dmkg-ms>

Department Information:

Fox School of Business and Management
 1801 Liacouras Walk
 701 Alter Hall (006-22)
 Philadelphia, PA 19122
 foxinfo@temple.edu
 215-204-5890
 215-204-7678
 Fax: 215-204-1632

Submission Address for Application Materials:

https://connect.temple.edu/portal/gr_applytoday

Department Contacts:

Academic Director:

Jennifer Sundstrom-Fitzgerald
 Assistant Professor of Marketing
 jen.fitzgerald@temple.edu
 215-204-9142

Specialized Master's Programs Coordinator:

Rachel Carr
 Senior Associate Director for Specialized Master's Programs
 foxms@temple.edu
 215-204-7678