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 media plans. The entire program is designed to provide students with hands-on, real-world experiences leveraging marketing research, data visualization and advanced analytics to enhance strategies they can immediately apply to their current careers and/or to entrepreneurial initiatives.

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 and service for a consumer 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 the 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.

**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 where the language of instruction was other than English, with the exception of those who subsequently earned a master’s degree in a country where the language of instruction is English, must report scores for a standardized test of English that meet these minimums:

- 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 in person or virtually. Interviews are required on a case-by-case basis.

**Writing Sample:** 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:**

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<tr>
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<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MIS 5001</td>
<td>Information Technology Management</td>
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<tr>
<td>MIS 5101</td>
<td>Business Intelligence</td>
<td>3</td>
</tr>
<tr>
<td>MIS 5603</td>
<td>Social Media Innovation</td>
<td>3</td>
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<tr>
<td>MKTG 5001</td>
<td>Marketing Management/Strategy ¹</td>
<td>3</td>
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<tr>
<td>MKTG 5101</td>
<td>Consumer and Buyer Behavior</td>
<td>3</td>
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<td>MKTG 5604</td>
<td>Digital Marketing</td>
<td>3</td>
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<tr>
<td>MKTG 5605</td>
<td>Digital Innovation in Product Management and Branding</td>
<td>3</td>
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<table>
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<tr>
<th>Code</th>
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<tr>
<td>MIS 5102</td>
<td>Process Improvement and Innovation</td>
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<tr>
<td>MIS 5109</td>
<td>User Experience Design</td>
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</tbody>
</table>
MKTG 5103 | Marketing Research: Techniques and Application
MKTG 5107 | Product Management
MKTG 5111 | Customer Data Analytics
MKTG 5606 | Digital Innovation in Mobile Marketing and Communication

Capstone Course
MKTG 5118 | Marketing MS Capstone 3 3
or MKTG 5182 | Independent Study

Total Credit Hours 30

1 All students take MKTG 5001 as their first course in the program.

2 With prior approval from the program's Academic Director, students may take other relevant 5000-level electives in the Fox School or from another school or college at Temple University.

3 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:
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Submission Address for Application Materials:  
https://apply.temple.edu/FOX/Account/Login

Department Contacts:

Academic Director:
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Specialized Master's Programs Coordinator:
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