

MASTER OF SCIENCE (MS) IN SUSTAINABLE DIGITAL MARKETING

AND A

GRADUATE CERTIFICATE IN SUSTAINABLE DIGITAL MARKETING

Background Information

Marketing, as a discipline, is ever-changing. The past 10 years with Internet usage expanding saw the advent of companies changing the way they do business. One of the ways they are adapting to the digital world is to change the interaction between customer and company. Marketing and communication skills have been focused on the physical functions of advertising. Companies today understand that customers are comfortable with the digital world and often are more comfortable with that environment. In addition, the pace with which customers interact with a company is faster than ever before. To generate interest in products and services, new ways to entice customers have become paramount for success.

SALARIES

Salary.com ` Ziprecruiter.com Payscale.com

Digital Marketing Manager \$76,000-\$140,000

Director of Digital Marketing \$51,000-\$130,000

Digital Marketing Manager \$46,000-\$99,000

TYPICAL JOB DESCRIPTION

The job descriptions posted by companies such as SCI Direct below have similar responsibilities. An ad for a Digital Marketing Specialist at SCI Direct posted the following job description:

Digital Marketing Specialist

The Digital Marketing Specialist will help identify, develop, and execute digital marketing initiatives to drive awareness and leads for brands. These initiatives will:

- • Attract qualified web traffic to SCI Direct brand websites
- • Convert web traffic into prospects and leads
- • Facilitate ongoing engagement with site visitors to increase awareness and preference, through social media, web advertising, and email marketing

Program Layout

The degree program will consist of 30 credit hours and can be completed within one year. The certificate will consist of the five new courses. Offered only online. All of the new courses will only be offered online. The existing courses will be offered in both modalities.

The degree has a targeted start date of fall 2022. There are no pre-reqs for the 5 new specialty courses, however, students should take MKT 5125 first.

Existing Courses – 15 credits:

- • MKT 5125 - Marketing Decisions for Manager
- • MKT 5205 – Consumer Behavior
- • MKT 5245 – Marketing Research
- • MKT 5270 - Integrated Marketing Communications
- • QNT 5485 – Data Mining (offered through Decision Sciences)

New Specialty Courses in Support of the MSSDM and Graduate Certificate – 15 credits

- Content Marketing for Brand Awareness and Social Empowerment
- Digital Marketing for Community Engagement & Sustainability
- Lead Generation Strategies for Prosocial Commerce
- Social Customer Care for Community Involvement, Lasting Relationships, and Advocacy
- Digital Marketing Analytics for Social Impact