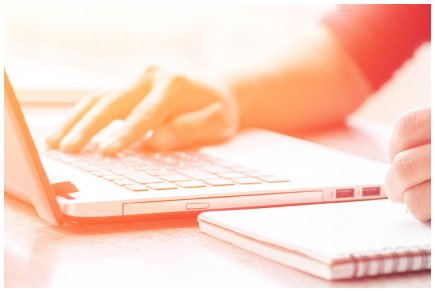
Rutgers Business School

Master of Science in Digital Marketing

Enhance your skills in digital marketing through hands-on experience from anywhere

Mobile accessibility, social media influence, generative AI and other emerging technologies have dramatically changed the way people gather, use, and share information. Successful brands know that customer purchase decisions are heavily influenced by digital experiences, and marketing budgets follow this "commerce everywhere" approach. That's why employers expect *all* their marketing hires to possess extensive digital marketing skills – whether "digital" is in their job titles or not.

Rutgers Business School's **Master of Science in Digital Marketing** is a fully online, AACSB accredited program intentionally created to address the need for a larger talent pool of digital experts. This in-depth, dynamic, 30-credit program provides marketing professionals with relevant and current content delivered by industry practitioners and scholars with years of experience in the digital marketing field.



Taught by experts with both industry and research backgrounds.

Faculty Profile: Stacy Schwartz

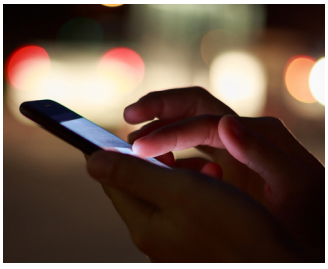
Professor Schwartz is the digital marketing program director who enthusiastically brings her 20+ years of industry experience into the classroom. At Rutgers Business School, she teaches introductory marketing classes and digital marketing courses to undergraduates, graduate students, and executives. She has received several awards for teaching excellence, including a 2023 RBS Dean's Meritorious Teaching Award for outstanding teaching and 2019 Rutgers University Presidential Award for Teaching Excellence.

Stacy has worked with a wide range of consumer- and business-oriented brands, with a focus on digital marketing. For the Interactive Advertising Bureau (IAB), she launched the first accredited professional certification programs for digital media professionals. She served as Vice President of Marketing at Virgin Mobile USA, Web Director at Hospital for Special Surgery, and in a range of leadership roles at internet advertising pioneer DoubleClick, which she joined as its eleventh employee in 1996.

business.rutgers.edu/digital-marketing

Curriculum

The curriculum offers foundational marketing courses modernized for our digital world, and tactical, customizable digital marketing courses that cover the latest tools and tactics you need to know. Your courses and materials can be accessed anywhere, anytime through our online platform, Canvas. This program provides flexibility while maintaining the high-quality standards our online programs are known for. The program can be completed in 9-12 months or a maximum of 4.5 years. While there are no set meeting times, the courses are designed with weekly deadlines and opportunities to work with classmates.



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Sampling of Courses

Core:

- Consumer Behavior in a Digital World
- Customer Journey Analytics
- Digital Marketing
- Digital Marketing Law, Policy and Ethics
- Digital Marketing Strategy
- Marketing Research in a Digital World

Electives:

- Content Marketing
- Digital Advertising & Promotion
- Mobile Marketing & Innovation
- Retail Marketing in a Digital World
- Search Engine Marketing
- Social Media Marketing
- Special Topic: UX & UI in Digital Marketing
- Special Topic: AI in Marketing
- Special Topic: Marketing in the Metaverse
- Special Topic: Branding in a Digital World
- Special Topic: Performance Marketing

Program Quick Facts

Program: Full-time | Part-time

Format: 100% Online (residency: optional)

Credits: 30 credits (10 courses)

For current application deadlines and tuition information, please visit our website:

business.rutgers.edu/masters-digital-marketing

How to Apply

Apply online:
business.rutgers.edu/digital-marketing/admissions

Please visit business.rutgers.edu to learn about upcoming information sessions and open houses.

Contact

Phone: 973-353-1234
Email: admit@business.rutgers.edu

You have access to a global network, and the connections you make can set you on the right path towards career advancement.

> "The benefit of getting my master's is that I'm bringing a different perspective and a deeper understanding to my job. This isn't just the basics. I'm delving deep and bringing that knowledge to a company."
>
> – **Krystle White,**
> *MSDM alum; Account Manager at Oracle*

Career Advancement

This innovative program is an industry-driven master degree that can be instrumental in taking your career to the next level. Whether you work in digital marketing or need to gain an expertise in the field to do your job better, this program is designed to help you advance in your career. Our goal is not just to focus on digital marketing, but to teach you how to market effectively in a digital world.

AACSB ACCREDITED

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