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

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. Companies need employees who understand the digital landscape and can implement practical techniques to help them succeed in it. Our goal is not just to focus on digital marketing, but to teach you how to market effectively in a digital world.

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.

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 (including mega-sections) and digital marketing courses to both undergraduates and MBAs. She also develops and leads executive-level on-site and online modules on e-commerce and social media for RBS Executive Education Mini-MBA programs. She has received several awards for teaching excellence, including a 2019 Rutgers University Presidential Award.

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.

Curriculum

The Master of Science in Digital Marketing program is 100 percent online. The curriculum offers both foundational marketing courses modernized for our digital world, and tactical 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.
Sampling of Courses

The digital marketing curriculum is innovative, relevant, and taught by industry experts with real-world experience. Very few courses will require a textbook since the content is updated to reflect the pace of industry changes. Students can also earn certifications in relevant marketing technology platforms such as Google Analytics and Hootsuite.

- Digital Marketing (introductory course)
- Consumer Behavior in a Digital World
- Content Marketing
- Customer Journey Analytics
- Digital Advertising and Promotion
- Digital Marketing Law, Policy & Ethics
- Marketing Research in a Digital World
- Mobile Marketing & Innovation
- Retail Marketing in a Digital World
- Search Engine Marketing
- Social Media Marketing
- Digital Marketing Strategy (capstone course)

Program Quick Facts

Program: 100% Online (residency: optional)
Credits: 30 credits (10 courses)
Can be completed in 9-12 months or a maximum of 4.5 years
Students may transfer up to 3 credits through completion of relevant coursework from another graduate level program.
GRE or GMAT: Preferred, but not required
Program Cost (Estimate):
In-State/Out-of-State
$1,155/credit (up to 12 credits)
$13,860/semester (12+ credits)
Off-Campus Fee
$263/semester (up to 12 credits)
$889/semester (12+ credits)
Computer Fee (based on # of credits)
$104 – $171/semester

How to Apply

Apply online:
business.rutgers.edu/digital-marketing/admissions
Fall Term: August 1
Spring Term: December 18
Please visit business.rutgers.edu to learn about upcoming information.

Contact

Phone: 973-353-1234
Email: admit@business.rutgers.edu
Website: business.rutgers.edu/digital-marketing

Career Advancement

This innovative program is an industry-driven master degree that can be instrumental in taking your career to the next level. Our curriculum has been developed to provide marketers with specialized instruction about strategic marketing in a digital world. Successful businesses know that customer purchase behavior is heavily influenced by digital channels, and marketing budgets follow. As a result, most employers require more extensive knowledge of digital marketing from their employees – even from staff with traditional marketing roles.