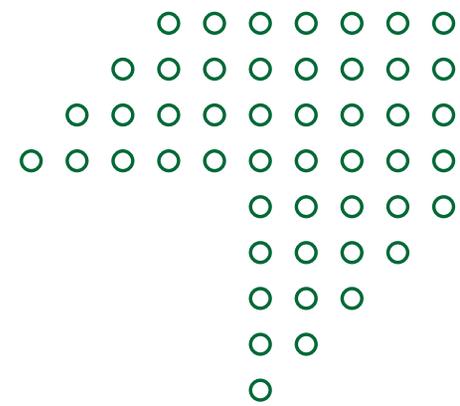


MASTER OF **DIGITAL MARKETING** SAMPLE PROGRAM PLANNER



FALL 2026

MGSC-6XXX: Introduction to Data Analytics

MRKT-6XXX: Principles of Digital Marketing

MRKT-6XXX: Online Consumer Behavior

WINTER 2027

MRKT-6XXX: Social Media Marketing

MRKT-6XXX: Marketing Research

MGSC-6XXX: Web Analytics and Optimization

SPRING/SUMMER 2027

MRKT-6XXX: Technology and Innovation
in Digital Marketing

MRKT-6XXX: Digital Advertising and Communication

MRKT-6XXX: Digital Marketing Strategy

FALL 2027

MGSC-6600: Master's Project

MGMT-6XXX: Entrepreneurship

COMM-6XXX: Intercultural Communication



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