Master of Science in Digital Marketing and Analytics (MSDMA)

This program sheet aims to help you navigate the course offerings in the MSDMA. You can use it to anticipate what to expect as you move forward from start to finish.

The MSDMA is a 12-month, 30 SCH program. The School of Business Administration (SBA) accepts applications in Fall and Spring semesters. The SBA graduate admissions and outreach committee, composed of SBA faculty members and chaired by the Graduate Programs Coordinator, evaluates applications for acceptance into graduate programs and decides, with the University Language Center, whether or not the admitted student needs additional English or foundation courses prior to starting the academic program.

- Students who meet all academic conditions are accepted to the program with regular status.
- Students whose background does not include the specific requirements may need to take Business foundation courses prior to accessing regular graduate courses.
- Students for whom English is not a mother tongue must achieve a TOEFL score of 550 pts (iBT:79) and obtain a 5.0 score over 6.0 in writing (iBT: 20) in order to be admitted to the regular program.
- In order to be admitted to the AUI Language Center for additional study of English before enrolling in the regular degree program, students must have achieved TOEFL scores of at least 500 pts (iBT 61).

ENGLISH LANGUAGE COURSES

ALL COURSES ARE NON-CREDIT, 0 SCH MET/NOT MET

ALS 1001: ACADEMIC LISTENING, SPEAKING, AND NOTE-TAKING I

ALS 1002: ACADEMIC LISTENING, SPEAKING, AND NOTE-TAKING II

ARD 1001: ACADEMIC READING I

ARD 1002: ACADEMIC READING II

AWG 1001: ACADEMIC WRITING AND GRAMMAR I

AWG 1002: ACADEMIC WRITING AND GRAMMAR II

English language courses are assigned by the Language Center during admission based on the TOEFL placement test results. English language courses be taken prior to embarking on the foundation courses, if any, and the academic program per se. Language courses are offered in a face-to-face mode on a non-credit, Pass/Fail basis. The Intensive English Program of the Language Center is accredited by the Commission on English Language Program Accreditation (www.cea-accredit.org)

FOUNDATION COURSES

ALL COURSES ARE NON-CREDIT, 0 SCH PASS/FAIL

FAS 2201: GRADUATE STUDIES SKILLS*
ECO 2351: INTRODUCTION TO ECONOMICS
GBU 2351: BUSINESS STATISTICS AND QUANTITATIVE METHODS
MKT 3151: INTRODUCTION TO MARKETING
MGT 3151: INTRODUCTION TO MANAGEMENT
ACC 2151: INTRODUCTION TO ACCOUNTING
FIN 3151: INTRODUCTION TO FINANCE
*Before taking FAS 2201, students who have English language requirements need to complete all Language Center courses, except AWG1002.

Foundation courses are assigned during admission. Assignment depends on previous degree(s) earned. Foundation courses are taken face to face on a non-credit, Pass/Fail basis. The procedures for seeking exemptions from assigned foundation courses are explained in the SBA Student Handbook. If students fail two foundation courses, they are automatically dismissed from the program. Grades earned taking foundation courses will not be computed in the student's GPA.

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DIGITAL MARKETING CORE   9 SCH

MKT 5302: Fundamentals of Digital & Social Media Marketing
GBU 5308: E-Commerce
MKT 5305: Advanced Marketing Management

ANALYTICS CORE   12 SCH

MKT 5311: Web and Social Media Marketing & Analytics
GBU 5313: Data Mining
GBU 5314: Marketing Models & Simulation OR MKT 5304: Applied Marketing Models
MKT 5307: Marketing Research

ELECTIVE   3 SCH

MKT 5316: Advanced Consumer Behavior
MKT 5308: Services Marketing
MKT 5310: Advertising & Promotion Management
MKT 5306: International Marketing
MKT 5399: Special Topics in Marketing

REQUIRED COURSES   6 SCH

MKT 5312: Digital Marketing Research Project
MKT 5313: Digital Marketing Capstone

TOTAL   30 SCH

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As a MSDMA student can start in either Fall or Spring, there are two possible scenarios to graduate in 12 months.

SCENARIO 1 - FALL START

FALL   12 SCH

GBU 5313: Data Mining
MKT 5302: Fundamentals of Digital & Social Media Marketing
MKT 5305: Advanced Marketing Management
MKT 5307: Marketing Research

SPRING   12 SCH

MKT 5311: Web and Social Media Marketing & Analytics
GBU 5314: Marketing Models & Simulation OR MKT 5304: Applied Marketing Models
MKT 5399: Special Topics in Marketing
MKT 5312: Digital Marketing Research Project

SUMMER   6 SCH

GBU 5308: E-Commerce
MKT 5313: Digital Marketing Capstone

TOTAL   30 SCH

SCENARIO 2 - SPRING START

SPRING

MKT 5302: Fundamentals of Digital & Social Media Marketing
MKT 5305: Advanced Marketing Management
GBU 5314: Marketing Models & Simulation OR MKT 5304: Applied Marketing Models   12 SCH
MKT 5399: Special Topics in Marketing

SUMMER

GBU 5308: E-Commerce
MKT 5312: Digital Marketing Research Project   6 SCH

FALL

GBU 5313: Data Mining
MKT 5311: Web and Social Media Marketing & Analytics
MKT: 5307: Marketing Research   12 SCH
MKT 5313: Digital Marketing Capstone

TOTAL   30 SCH