

Master's in Marketing: Digital Marketing Pathway

Stonehill's master's degree in marketing with a focus in digital marketing ensures marketers strengthen in-demand practical and strategic skills in key digital marketing areas.

First Name*

Last Name*

Email Address*

Phone Number*

A Master's Degree in Marketing With a Focus in Digital

Marketing

Stonehill's master's degree in marketing (<https://www.stonehill.edu/programs/ms-in-marketing/>) provides students with the expertise and knowledge needed to advance and lead in an ever-evolving 21st-century marketing environment.

The digital marketing pathway allows students to strengthen their strategic and practical skills in key digital marketing areas, including data analysis and metrics, social media, digital storytelling, ethics and privacy issues, email marketing, online advertising, search engine optimization (SEO), and strategic uses of internet technologies, among others. Coursework includes a combination of thought leadership and hands-on simulations.

In this pathway, students will:

- Understand and evaluate technologies that strengthen the marketing function within an organization

- Develop skills in social media, email marketing, online advertising, website strategy and SEO

- Use data and metrics to determine and drive the effectiveness of digital marketing initiatives

- Understand the target customer in developing digital marketing plans and strategies

All marketing master's students are required to take five core courses (<https://www.stonehill.edu/programs/ms-in-marketing/courses/>) as well as five elective courses to complete their program. For the digital marketing pathway, courses such as *Social Media Marketing* and *E-Commerce* broaden their understanding and strengthen their skills in key areas such as social media, digital storytelling, data analysis and emerging technologies.

Sample Courses

MKT 612

E-Commerce

This course focuses on several important areas impacting the dynamic nature of internet marketing by addressing the role of mobile marketing, social marketing and local marketing in today's environment, the integration of e-commerce into the marketing activities, and the major problems and opportunities that e-commerce activities pose for the marketing manager.

DAN 605

Visualization & Digital Storytelling

A hands-on course emphasizing the importance of data visualization in understanding data. Designed for those who have never used data visualization software before, this course will utilize Microsoft Power BI to prepare students to create reports and dashboards at all levels of an organization. Students will learn exploratory and explanatory

data analysis and learn how to ask the right questions about what is needed in a visualization. Students will assess how data and design work together and learn which visualization to use in various situations.

MKT 617

Social Media Marketing

This social media marketing course is designed to help the students understand how marketing has changed due to the rise of social media and changes in various underlying contextual factors such as dramatically increased speed of information dissemination across consumers and brands. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness.

Strong Demand for Digital Marketing Professionals

According to LinkedIn, the most in-demand skills for marketing professionals in 2023 are tied to digital

marketing professionals in 2025 are needed in digital marketing. As more companies make skills-based hires and look to grow their digital strategy, employers are looking for employees with skills in social media, digital marketing, data analytics and project management, among others.

Earn a Graduate Certificate in Digital Marketing

For marketers looking to expand their knowledge in digital marketing, Stonehill offers a five-course professional certificate in digital marketing (<https://www.stonehill.edu/programs/digital-marketing-graduate-certificate/>). The certificate builds on a base of marketing knowledge and experience to strengthen a student's strategic and practical skills in key digital marketing areas, including data analysis and metrics, social media, digital storytelling, ethics and privacy issues, email marketing, online advertising, SEO, and strategic uses of internet technologies, among others.

If a student completes the Digital Marketing Graduate Certificate and wishes to pursue their master's degree in marketing, these courses can be applied toward the master's degree.