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Become an Influential Marketing Force for a Sustainable World

From packaging to manufacturing processes, consumers are more conscious than ever when it comes to their purchases. Companies realize that becoming a sustainable organization has positive effects for the bottom line. They are investing heavily into data-savvy marketers who can tap into this sustainable focus, opening up endless opportunities for you to grow your career.

NSU's Master of Science in Sustainable Digital Marketing focuses on purpose-driven digital marketing skills and trackable metrics, allowing you to prove your value to employers in demonstrable ways. In this program, you'll learn how to

- care for your community via people-first customer service;
- activate prosocial consumers with proven ecommerce lead gen techniques; and
- track all data and demonstrate value via advanced analytics tools.

You'll develop your skills in social media marketing, search engine marketing, display advertising, content marketing, and more to develop high-performing integrated marketing plans that deliver on key metrics and prove your value. Give yourself an edge in today's digital world with this fully online degree. Become the branding and digital marketer companies demand—one who can deliver what's best for our world.

“

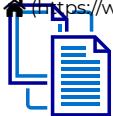
“With a master's degree in digital marketing, students will develop the skills to identify, develop, and execute digital marketing initiatives to drive awareness and leads for brands.”

JAMES BARRY, D.B.A., PROFESSOR OF MARKETING



Quick Facts

https://www.business.nova.edu/index.html) > ... > Business Degrees > Master's (/degrees/masters/index.html)



Curriculum

NSU's M.S. in Sustainable Digital Marketing program is **30 total credits**, and can be completed in as little as 12 months.



Start Dates

The M.S. in Sustainable Digital Marketing is available to start in **August** and **January**.



Delivery Options

Classes for the Master of Science in Sustainable Digital Marketing program are offered **online (asynchronously)**. Online courses may require chat sessions throughout the semester.



Tuition

Visit the [Tuition and Fees page \(/admissions/tuition-fees.html\)](#) for more information. Discounted rates are available through our [employer tuition program \(/admissions/employer-tuition-program.html\)](#).

Tuition Assistance for NSU Business Programs



[Home](https://www.business.nova.edu/index.html) (https://www.business.nova.edu/index.html) > ... > Business Degrees > Master's (/degrees/masters/index.html)

Employer Tuition Assistance Program

NSU Business partners with more than 135 local and national organizations to offer discounted employee tuition of up to 20% through our employer tuition program.

[Find Out if Your Company Participates](#) >



NSU Alumni Tuition Discount

NSU alumni are eligible for a tuition award of 20% off any graduate degree or business certificate program. Alumni also receive an application fee waiver and access to a dedicated adviser to assist throughout the admission process.

[Alumni Tuition Discount Information](#) >

Earning Potential

Director of Digital Marketing

\$98,975

Home (<https://www.business.nova.edu/index.html>) > ... > Business Degrees > Masters (<https://www.business.nova.edu/degrees/masters/index.html>)

Digital Marketing Manager

\$68,951

Average Salary Per Year

Digital Marketing Specialist

\$50,585

Average Salary Per Year

Source: Payscale.com

M.S. in Sustainable Digital Marketing Curriculum

Course Descriptions (<https://coursewizard.nova.edu/search>)

Required Courses (30 credits)

Marketing Decisions for Managers
(MKT 5125* / Credits: 3)

Consumer Behavior
(MKT 5205 / Credits: 3)

Marketing Research and Analytics
(MKT 5245 / Credits: 3)

Digital Marketing Analytics for Social Impact
(MKT 5255 / Credits: 3)

Content Marketing for Brand Awareness and Social Empowerment
(MKT 5256 / Credits: 3)

Digital Marketing for Community Engagement & Sustainability
(MKT 5257 / Credits: 3)

Lead Generation Strategies for Prosocial Commerce
(MKT 5258 / Credits: 3)

Social Customer Care for Community Involvement, Lasting Relationships, and Advocacy
(MKT 5259 / Credits: 3)

Managing Marketing Communications
(MKT 5270 / Credits: 3)

Data Mining and Predictive Analytics Fundamentals

*Course serves as the prerequisite for all other graduate MKT/program coursework.

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NSU Business Among Top Business Schools in the World

As an accredited member of [AACSB International—The Association to Advance Collegiate Schools of Business](https://www.aacsb.edu/about-us), NSU's H. Wayne Huizenga College of Business and Entrepreneurship is recognized for the highest standard of achievement for business education, earned by less than 6% of the world's schools offering business degree programs. AACSB requires schools to meet standards of excellence in areas including teaching, research, curriculum development, and student learning.

Entering a program that complies with the highest accreditation standards in the world guarantees that you will learn advanced skills for high-level, long-term success in business and beyond.

Take The Next Step

[Request Info \(/request-info/index.html\)](#)

[Apply Now \(/apply-now/index.html\)](#)

[Call Us \(tel:9542625067\)](#)

You May Also Like

M.B.A. in Marketing

NSU's Master of Business Administration (M.B.A.) in Marketing helps you build a solid foundation in generating and maintaining demand for your organization's products or services.

[Drive Demand \(/degrees/masters/business-administration-mba/marketing.html\)](#)

The H. Wayne Huizenga College of Business and Entrepreneurship graduate enrollment office is located in the Carl DeSantis Building in Suite 1115 on NSU's Fort Lauderdale-Davie campus in Davie, Florida. [Click here for a map.](https://maps.nova.edu/) (<https://maps.nova.edu/>)

Phone: (954) 262-5067 or Toll-Free: (800) 672-7223 x25067

Email: hcoeninfo@nova.edu (<mailto:hcoeninfo@nova.edu>)

[Schedule an Appointment](/admissions/graduate-enrollment-counselors.html) (/admissions/graduate-enrollment-counselors.html)

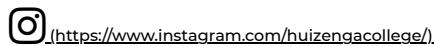
Hours of Operation

Monday – Friday
8:30 a.m. – 5:00 p.m.

Quick Links

Business Majors (/degrees/bachelors/index.html)	Alumni (/alumni/index.html)	SharkLink (https://sharklink.nova.edu/)
Master's Programs (/degrees/masters/index.html)	NSU Career Development (https://undergrad.nova.edu/academics/center-academic-professional-success/career-development/index.html)	Canvas (https://nsu.instructure.com)
Human Resources (https://www.nova.edu/hr/index.html)	Executive Education (/execed/courses.html)	Student Disability Services (https://www.nova.edu/disabilityservices/index.html)
NSU Employment (https://www.nova.edu/resources/employment.html), Request Info (/request-info/index.html)	Employer Tuition Program (/admissions/employer-tuition-program.html)	Inclusion and Diversity (https://www.nova.edu/bedi/index.html)
	Huizenga Portal (https://eis.nova.edu/authenticationendpoint/login.do ?Name=PreLoginRequestProcessor&commonAuthCallerPath=%252Fcas%252Flogin&forceAuth=true&passiveAuth=false&se770a-40ac-a8f8-8da918209a16&relyingParty=HCBE_Portal&type=cas&sp=HCBE_Portal&isSaaSApp=false&authenticators=BasicAuthenticatorNowIndex.html")	Libraries at NSU (https://www.nova.edu/community/libraries.html)
		NSU Bookstore (https://nsubooks.bncollege.com/shop/nsu/home)
		Faculty/Staff Resources (/faculty-staff/index.html), Athletics (https://nsusharks.com/)

[Contact Us](#) (/contactus/index.html).



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