

College of Business

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Digital Marketing

Today, marketers must go beyond the traditional tools of branding, advertising, and promotions to engage consumers and capture market share.

The environment on how consumers receive information and make decisions has radically changed.

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To be successful today, marketers must understand digital marketing for insights into consumer behavior. The MBA Concentration in Digital Marketing prepares students with the necessary skills and knowledge to let me know.

Human Resource
Leadership

respond to customer expectations in the market and develop creative solutions for engaging consumers.

International
Business

Students will learn how to reach consumers online, analyze performance and develop compelling content, in addition to general business principles. Students will be prepared for the growing number of job opportunities in this field as companies and organizations continue to increase their investment into online efforts.

Supply Chain
Management

Take Action

**Attend an Info
Session**

Degree Requirements

View the **degree requirements** for Master of Business Administration in Digital Marketing in the online academic catalog.

**Request More
Info**

Course Map

View the **course map** for the Master of Business Administration in Digital Marketing.

Apply

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Application Deadlines

There are five eight-week terms giving applicants flexibility in their start date for the program.

AACSB Accreditation



FALL

Term 1: July 15

**Term 2:
September 1**

SPRING

**Term 1:
November 15**

**Term 2:
February 1**

SUMMER

**Term 1: April
15**

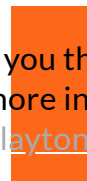
Among the only five

percent of business

schools in the world

with AACSB

at <https://www.clayton.edu/business/programs/master-of-business-administration/digital-marketing>



READY TO APPLY!

**Applications are currently being
accepted. Begin the application**

process today! Apply Today!

accreditation, we
are internationally-
recognized for
providing excellence
in business
education.



Academic Excellence



The College has
been recognized for
preparing the next-
generation of
leaders in today's
economy, including
being named among
the best colleges and
universities for a
bachelor's and
master's degree in
business by U.S.
News and World
Report.

Educational Value



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