

# Sacred Heart University

Majors & Programs

## MS in Digital Marketing

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Begin Your Journey

**Take the Next Step**

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MASTER OF SCIENCE

On Campus

Welch College of Business & Technology

Earn your master's in digital marketing at Sacred Heart and gain the technical, analytical and creative expertise to thrive as a leader in digital marketing strategy.

## Why Earn Your Master's in Digital Marketing at Sacred Heart?

At SHU, you'll acquire a portfolio of skill sets that will immediately impact an organization's online marketing strategy. You'll learn the latest digital marketing techniques, and apply these skills through high profile, hands-on projects for real-world companies, becoming a sought-after century storyteller.

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## In the MS in Digital Marketing program, you will also:

Study digital marketing strategy, content marketing, social media marketing, digital advertising, marketing analytics, big data marketing and customer experience management

Learn to take a marketing campaign from strategy and lead generation to analytics and optimization

Develop and evaluate marketing plans that harness the power of digital media

Break down and interpret big data and key performance indicators (KPIs) to segment markets and position brands

Learn to use social media to promote brands and engage with customers

Gain knowledge and experience in search-engine optimization and user experience (UX) design

Interpret click-through analytics to evaluate online advertising efforts

Learn from real-world examples and actual clients, and connect with the community through projects, internships and courses that support local organizations, start-ups and community centers

Become proficient in the latest digital tools and techniques, such as PPCs, SEMRush, Wishpond, Google Analytics, Google Ads, HubSpot and Hootsuite

Benefit from a **flexible schedule ([//www.sacredheart.edu/majors--programs/digital-marketing---ms/curriculum/](https://www.sacredheart.edu/majors--programs/digital-marketing---ms/curriculum/))** with multiple start dates throughout the year, and you can complete your degree in as little as 15 months

Collaborate in small classes led by accomplished **faculty ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/faculty--staff/](https://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/faculty--staff/))** and featured practitioners in the field of digital marketing

## Dual Degree Program

Students apply to the **Bachelor's-Master of Science in Digital Marketing 4+1 Dual Degree Program ([//www.sacredheart.edu/majors--programs/bachelors-master-of-science-in-digital-marketing-41-dual-degree-program/](https://www.sacredheart.edu/majors--programs/bachelors-master-of-science-in-digital-marketing-41-dual-degree-program/))** as incoming freshmen and are admitted directly into the MSDM graduate program at the same time as their admission as

undergraduate students. Students in the Digital Marketing Dual Degree Program earn a Bachelor's and a Master of Science in Digital Marketing in five years. Students complete the bachelor's degree in the traditional four-year time frame and complete one year of graduate study in the Master's program, earning both the bachelor's degree and the master's degree within five years.

## Graduate prepared to lead in the evolving world of digital marketing

Our graduates receive employment offers across a broad range of businesses from startups to large multinational organizations. A sample of where SHU graduates have been hired:

Starcom Worldwide

Zero Gravity Marketing

Infosys

Philips

Microsoft

NBC Universal

Prudential Financial

Lowe's Companies

The median annual salary for Marketing Management professionals is \$133,380.(1(<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>))

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Choosing to pursue an MS in Digital Marketing from SHU's Welch College of Business & Technology was one of the best choices I have ever made. I learned to execute marketing strategies and meet business objectives, elevate brands, and enhance the customer experience. I also gained valuable experience and certifications with marketing tools, such as SAS Data Miner and Google Analytics. The holistic marketing foundation that I developed while in the program was critical to my recent employment as a Digital Advertising Account Executive, where I feel thoroughly prepared to excel.

- THEOPHILUS EKIYOR MS '20, ACCOUNT EXECUTIVE, DIGITAL ADVERTISING, HEARST MEDIA PRODUCTION

### STEM Designated Program

This is a STEM-designated program, which means you will be trained in areas of technology that are in high demand with U.S. employers. This program allows international students with F1 visas to extend their OPT in the U.S. by 24 months after graduating (36 months in total).

According to the Bureau of Labor Statistics, job demand in the overall field of marketing should increase by 10% by 2030.

### Apply Now

Application are being accepted now!

## Graduate Certificates

The College of Business & Technology also **offers graduate certificates** ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/graduate-certificates/](http://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/graduate-certificates/)) in a wide range of disciplines, including digital marketing, corporate finance, core business skills, business analytics and more. Whether you're a working professional or part-time student, we offer certificate programs to enhance your resume and advance your career. Most credits from a graduate certificate program can be applied toward one of our business master's degree programs with program director approval.

## More Information

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For further information regarding admission requirements for US Citizens, contact:

**[Ed Nassr \(//www.sacredheart.edu/phonebook/edward-nassr.php\)](http://www.sacredheart.edu/phonebook/edward-nassr.php)**

Associate Director of Graduate Admissions

203-396-6877

**[nassre@sacredheart.edu \(mailto:nassre@sacredheart.edu\)](mailto:nassre@sacredheart.edu)**

**For further information regarding admission requirements for International Students, contact:**

Ms. Cori Nevers

Executive Director of International Admissions

+1-203-767-0386

**[neversc@sacredheart.edu \(mailto:neversc@sacredheart.edu\)](mailto:neversc@sacredheart.edu)**

#### RELATED LINKS

**Marketing Department** ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/](http://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/))

**Faculty & Staff** ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/faculty--staff/](http://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/faculty--staff/))

**Course Descriptions** ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/course-descriptions/](http://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/course-descriptions/))

**Digital Marketing Blog** ([//www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/digital-marketing-blog/](http://www.sacredheart.edu/academics/colleges--schools/college-of-business--technology/departments--schools/marketing/digital-marketing-blog/))

**Graduate Admissions** ([//www.sacredheart.edu/admissions--aid/graduate-admissions/](http://www.sacredheart.edu/admissions--aid/graduate-admissions/))

## The Latest in Digital Marketing

**Getting a Master's Degree in a Different Field Than Your Bachelor's: 10 Degrees to Consider** ([//www.sacredheart.edu/news-room/news-listing/getting-a-masters-degree-in-a-different-field-than-your-bachelors-10-degrees-to-consider/](http://www.sacredheart.edu/news-room/news-listing/getting-a-masters-degree-in-a-different-field-than-your-bachelors-10-degrees-to-consider/))

AUGUST 24, 2023

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For many, a graduate degree is a natural extension of undergraduate studies—it may even be required in your field. Or maybe you want to make a career change. But what if your undergrad major and your current interests don't align? Can you get a master's in any area you want?

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## **Is It Worth It to Get a Master's Degree in Digital Marketing?**

**([//www.sacredheart.edu/news-room/news-listing/is-it-worth-it-to-get-a-masters-degree-in-digital-marketing/](https://www.sacredheart.edu/news-room/news-listing/is-it-worth-it-to-get-a-masters-degree-in-digital-marketing/))**

APRIL 5, 2023

With marketing and advertising being key drivers to growth for companies big and small, the demand for skilled digital marketers is rising. Want to take your marketing game to the next level with an MS in digital marketing?

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## **Shaping Tomorrow's Tech and Business Leaders**

**([//www.sacredheart.edu/news-room/news-listing/shaping-tomorrows-tech-and-business-leaders/](https://www.sacredheart.edu/news-room/news-listing/shaping-tomorrows-tech-and-business-leaders/))**

APRIL 28, 2021

Sacred Heart University's Jack Welch College of Business & Technology is pioneering the powerful convergence of business and technology education.

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