

Master of Science in Digital Marketing and Analytics (MSDGMA)

Mission of The Bill Munday School of Business

[The Bill Munday School of Business](#) delivers an experiential, values-based education anchored in the liberal arts and the Holy Cross traditions of learning and service. The school educates students to excel professionally in the dynamic 21st-century business environment by emphasizing creative thinking, critical analysis, global collaboration, lifelong learning, adaptation to change, and ethical behavior. The school promotes relationships on our campus, with our global partners, and across the rich ecosystem of Austin, focusing on technology, creativity, social enterprise, and emerging trends.

MSDGMA Program Description

As the marketing discipline has become digitized, marketing departments are challenged to keep the curriculum current in the face of these unprecedented changes. Search optimization, social media, website design and user experience testing, mobile marketing and other tools and techniques are now commonplace in marketing. It is estimated that 60% of a marketer's current time is spent in digital marketing activities and that 25% of all digital marketing jobs in Texas are in Austin (Indeed.com, 2017).

Digital marketing encompasses the ability to interactively communicate with customers through electronic channels, such as the web, e-mail, smart devices such as phones and tablets, and mobile applications. To interact and engage customers on a massive scale requires the utilization of digital technology and the skills required to adapt and evolve strategies as new data, technologies, and methods arise in the continuous development of the digital marketing field.

In addition, marketing is becoming more data-driven and graduates will need to be informed about how to use data analytics metrics to monitor the results of marketing campaigns and make sound decisions based on the results. Today's digital marketing professionals need to be knowledgeable and skilled in the ability to engage with consumers, real time analysis tracking of consumer response, understanding consumer behavior, creativity, strategy, and planning. The courses in the Master of Science in Digital Marketing and Analytics (MSDGMA) will provide students with opportunities to apply their learning and demonstrate their mastery in this subject.

The marketer today needs to have a blend of technical skills, written and oral communications skills, an appreciation for statistics and analytics and a sound foundation in marketing concepts. Graduates of this program will have this sought-after blend of skills. They will understand marketing objectives and terminology and

possess a blend of technical skills and a solid foundation in analytics. There are many graduate programs that have concentrations in marketing. However, few offer courses specific to digital marketing and few still offer both digital marketing and analytics. St. Edward's University has a great opportunity to fill this gap and with an online format the MSDGMA can meet the needs of students worldwide.

The MSDGMA is 30 credit hours that includes 10 courses and can be completed in 16 months.

Curriculum Delivery

The MSDGMA program is delivered fully online.

Learning Goals

- Demonstrate competency in the major areas of digital marketing: Search, social, email and mobile through certification examinations and by being able to plan, implement and measure the results of a digital marketing campaign.
- Demonstrate competency in utilizing descriptive and predictive statistics to solve marketing problems and achieve strategic marketing and organizational goals.
- Demonstrate proficiency in selecting and interpreting and analyzing large sets of marketing data and key marketing metrics to improve the marketing process.
- Communicate effectively in both written and oral fashion to obtain support for plans and programs and then to implement marketing campaigns and programs.
- Create and manage, utilizing quality control processes and feedback, an effective digital marketing organization.

Admission and Academic Information: MSDGMA

Success at The Bill Munday School of Business depends on a number of factors ranging from motivation to practical knowledge to academic ability. The primary purpose of the admissions process is to determine a prospective student's potential to successfully complete the requirements for each graduate degree. Our graduate admission committee dedicates itself to a holistic review of each application. Because the school enrolls full-time, part-time, and international students, a variety of pathways are available to individuals seeking admission. MSDGMA applicants may apply for admission to the college for the fall or spring terms. Applications for admission are based upon the stated criteria established by the Graduate Admission Committee and the application procedures outlined in "[Admission Information](#)" on page 8.

To be considered for admission, all applicants must have a U.S. bachelor's degree from a regionally accredited

college or university, or an equivalent foreign degree, and be in good academic and financial standing with all colleges attended. Applicants with graduate-level coursework must have a minimum cumulative GPA of 3.0 on a 4.0 scale. Applicants educated at the college level in a language other than English must demonstrate English proficiency by attaining a minimum official TOEFL score of 79 on the Internet-based test or its equivalent in other formats, or a minimum official score of 6.0 on IELTS. All applicants must demonstrate the potential to responsibly and successfully complete a program of rigorous graduate study as determined through a holistic review of all admission application materials.

Admission Criteria: MSDGMA

1. A minimum GPA of 2.75 or better on a 4.0 scale in the final 60 undergraduate semester credit hours of study.
2. A GPA of 3.0 or better on a 4.0 scale, with no grades less than a B, in no less than 12 graduate semester hours completed at a regionally accredited U.S. college or university or the foreign equivalent.
3. Three years or more of relevant managerial, professional or military experience.
4. Competitive score on the GMAT or the GRE (optional—see [“Admission Categories: MSDGMA”](#) on page 80).

Admission Categories: MSDGMA

Full Admission: Applicants who have a bachelor’s degree and meet at least two of the four [“Admission Criteria: MSDGMA”](#) on page 80 will be granted full admission status.

Apply for Admission: MSDGMA

Submit the following (required of all applicants):

1. A completed [application for admission](#).
2. Official transcripts from all institutions attended.
3. Statement of purpose.
4. An official GMAT or GRE score (optional—see [“Admission Categories: MSDGMA”](#) on page 80).
5. An official copy of a driver’s license or passport.

Failure to disclose or submit all required documents may result in dismissal from the university.

Additional requirements for international and permanent resident applicants:

1. Official foreign credential evaluation of foreign credit.
2. TOEFL score of at least 79 or an IELTS score of at least 6.0.
3. Copy of Permanent Resident Card (if applicable).
4. Data Form for International Students and its supporting documents.

Readmission to the MSDGMA Program

Students who are not enrolled in courses for three or more consecutive long semesters (i.e., fall, spring, and summer) after completing one or more MSDGMA courses must reapply if they wish to continue in the MSDGMA program. Students accepted into the program may defer their admission to the next long term available for the program (example: fall, spring, or summer). Students who wish to defer to any term beyond the next available long term must reapply for admission.

To reapply, students must submit a reapplication form, application fee and pertinent supportive documents (e.g., transcripts of any academic work completed during the interim, current résumé or curriculum vitae, and letter of intent). The readmission decision will be based on admission criteria current at the time of reapplication and the student’s most recent academic or admission status. Students who do not enroll for one or two long semesters (fall, spring, or summer) are asked to submit a temporary withdraw form to become inactive but can contact their advisor for guidance on reactivation. A student’s original degree plan may need to be adjusted upon return depending on length of absence.

Transfer of Credit Policies: MSDGMA

The Bill Munday School of Business may accept up to six hours of transfer work earned from another regionally accredited program. To be considered for transfer, students must request transfer credit at the time of application to the MSDGMA program. MSB faculty members will evaluate individual courses. Courses being considered for transfer must carry a grade of B or higher and credits may not have been earned toward completion of another degree. Coursework completed more than six years prior will not be counted toward the MSDGMA degree, whether transferred or taken in residence.

Professional Performance: MSDGMA

Students in the Master of Science in Digital Marketing and Analytics program are expected to conduct themselves as ethical professionals in keeping with the university and [MSB mission](#) statements. Acts of fraud, forgery, unethical or unprofessional behavior or violations of the general standards of behavior outlined in Article 2 of the St. Edward’s University [Student Code of Conduct](#) will not be tolerated. The consequences for such violations are outlined in [“Academic Integrity”](#) on page 23 and/or the [Student Code of Conduct](#) up to and including dismissal from the program.

Good Standing: MSDGMA

A graduate student is considered to be in good academic standing and making satisfactory progress if he or she maintains a 3.0 GPA in all coursework and completes

at least 75% of all enrolled coursework for each academic year of enrollment. Academic year of enrollment is defined as three consecutive semesters beginning with the first semester of enrollment. A student who is not in good academic standing is eligible for dismissal.

Academic Probation and Dismissal: MSDGMA

To remain in good academic standing, MSDGMA students must maintain a cumulative GPA of 3.0 or above. Students are automatically placed on academic probation at the end of any session in which their cumulative GPA falls below a 3.0. Students also will be placed on probation should they earn one grade below a B. Students who earn two grades below a B will be eligible for dismissal from the program. The academic review committee, comprised of the graduate program director and the graduate advisor, reviews the academic records of students on probation at the conclusion of each term. The committee informs in writing each student on probation of conditions that must be met by the student to return to good standing and avoid dismissal from the MSDGMA program.

Curriculum: MSDGMA

MKTG 6320	Digital Marketing Fundamentals
MKTG 6322	Marketing Data Analytics
MKTG 6330	Social Media Marketing
MKTG 6332	Buyer Behavior Analysis
MKTG 6334	Marketing Tools and Technologies
MKTG 6336	Marketing Metrics and Analytics
MKTG 6338	Customer Experience Marketing
MKTG 6342	Social Media Analytics
MKTG 6344	Model Building and Analysis
MKTG 6350	Managing the Digital Marketing Organization

Course Sequence (example)

First Semester

MKTG 6320	Digital Marketing Fundamentals
MKTG 6322	Marketing Data Analytics

Second Semester

MKTG 6330	Social Media Marketing
MKTG 6338	Customer Experience Marketing
MKTG 6334	Marketing Tools and Technologies
MKTG 6332	Buyer Behavior Analysis

Third Semester

MKTG 6336	Marketing Metrics and Analytics
MKTG 6344	Model Building and Analysis

Fourth Semester

MKTG 6342	Social Media Analytics
MKTG 6350	Managing the Digital Marketing Organization

Course Descriptions: MSDGMA

MKTG 6320 Digital Marketing Fundamentals

The course provides a strategic marketing foundation for understanding the principles of digital marketing and analytics, including the process of aligning digital marketing techniques to marketing strategy and to overall organizational strategy, and assessing the ROI of marketing initiatives on the overall strategy and financial outlook of an organization. The course includes managing the processes for search, social media, email and content marketing. Throughout, metrics and analytics for driving marketing success will be emphasized. Students will practice digital marketing skills through assignments such as a simulation and a class project.

MKTG 6322 Marketing Data Analytics

Students will learn the principles of managing a marketing database and the benefits of “big data” versus “small data” or “broad data.” Using case studies and materials from pioneers in the field of data analytics, students will learn how to evaluate, distill, manage, and present information from customer data sets from the perspective of corporate management and strategic decision-making focusing on descriptive statistics and linear regression. Prerequisite: MKTG 6320

MKTG 6330 Social Media Marketing

This course focuses on brand management with social media. In this course, students will learn how to manage a brand on social media and how to create a social media strategy and campaign with a focus on analytics. The theoretical framework proposed for social media will guide students through tactical implications. Students will learn to utilize social media frameworks to leverage tactics and content for social media marketing in a specific industry. Topics discussed include: the importance of influencers, the benefits of listening, customer personas, privacy, determining which analytics are important, how to track them, and defining and measuring success. Prerequisite: MKTG 6320

MKTG 6332 Buyer Behavior Analysis

This course is designed to develop the student’s knowledge and understanding of buyer behavior in consumer and business markets. Course material will focus on current application of buyer behavior and marketing strategy within the marketing discipline. Students will be expected to completely understand how to use current digital marketing analysis tools to develop insights into consumer behavior. Prerequisite: MKTG 6320, MKTG 6322

MKTG 6334 Marketing Tools and Technologies

The course is an introduction to business functions using digital marketing technology such as Tableau and HTML and information systems such as CRM and Demand Generation Systems. Topics include the different functions and applications of digital technologies and how these

technologies have changed business and consumer practice and impacted the process of business management. Emphasis is on the use of digital technology, the impact of artificial intelligence in a company's existing market mix, and current and potential uses of these technologies for marketing tactics and strategies. Prerequisite: MKTG 6320

MKTG 6336 Marketing Metrics and Analytics

Marketing analytics is a broad and multidimensional field that employs many techniques to find meaningful patterns within data and facilitate its transformation into actionable information. This course will explore the concepts and tools to manage and utilize a market information system in the context of the online analysis of the information available from various digital marketing analysis tools. Certification in web analytics tools will be covered as applicable. Prerequisite: MKTG 6320

MKTG 6338 Customer Experience Marketing

This course focuses on managing all aspects of the customer experience in both the consumer and business marketing contexts using portfolio and life cycle analysis as its organizing frameworks. Topics covered include: B2B demand generation, content marketing, CRM, and multi-channel marketing. Software related to the management of the customer life cycle will be utilized. Appropriate tools will be integrated into the course material. Prerequisite: MKTG 6320

MKTG 6342 Social Media Analytics

Social media analytics focuses on the application of social networking tools and methods in the marketing of digital media enterprises and the related analytical tools available to measure the efficacy and cost-effectiveness of web-based programs. The main emphasis will be on the use of social networks and the use of web analytics tools. The goal of this course is to provide the student with an in-depth understanding of the application of social networks and web-based analytics as business tools for the digital enterprise. Prerequisites: MKTG 6320, MKTG 6330

MKTG 6344 Model Building and Analysis

Advanced model building covering such topics as segmentation and clustering, social sentiment analysis and logistic regression for response modeling. Focus will be on using current technology to build and compare models. Topics such as lifts, gains and other marketing outcomes will be emphasized. The impact of artificial intelligence and other relevant technologies on model development will be explored. Prerequisite: MKTG 6320, MKTG 6322

MKTG 6350 Managing the Digital Marketing Organization

The course is a culminating experience that focuses on the organizational and managerial challenges in implementing the analytics-based organization. Emphasis is on how to organize for big data and data analysis, use customer lifecycle analysis for resource allocation and KPI analysis in the marketing context. As a test case, students will learn

how to plan, implement and measure the results of an integrated digital marketing campaign using commercially available software. Prerequisites: MKTG 6330, MKTG 6320