

# Online Master of Science (M.S.) in Digital Marketing & Communication Strategy

## Accelerate Your Marketing Future

Master digital marketing by learning to make data-driven and ethical decisions.

The John Carroll University **Online Master of Science in Digital Marketing & Communication Strategy** takes an interdisciplinary approach and combines course work from communication and business to give students an integrated grasp of marketing, communication, public relations and advertising. Students draw from the best practices and theories of each field as they examine concepts such as marketing analytics, social media, digital advertising and content marketing.

The program sharpens essential digital tools — search engine optimization, audience research — and positions you to lead teams with a firm grasp of business strategy.

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Whether you're an established marketing and communications professional, or looking to transition into this fast emerging field, John Carroll University's fully online Master of Science in Digital Marketing & Communication Strategy offers the convenience of a fully online graduate program and the academic strength of combined JCU faculty: one from the Tim Russert Department of Communication and another from the Boler College of Business.

### Program Highlights

- 100% Online
- No GRE/GMAT required
- Tim Russert Department of Communication
- Boler College of Business
- Certificates + Capstone

### Three Stackable Certificates. One Online Masters Degree.

Jump in immediately and earn any one of three stackable (9-credit) certificates in:

- **Digital Marketing Analytics,**
- **Content Marketing,** and
- **Digital Advertising and Social Media Marketing.**

Take any one certificate or in any combination. [Follow this link for more information about each certificate.](#)

The three certificates can culminate in a Master's degree by completing a one semester integrative

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**\$58,047**

Average salary for a Digital Marketer in the US per year.

**\$118,468**

Average salary for a Digital Marketing Manager in the US per year.

**700**

Company presidents and partners in the Boler business alumni network.

## Why Digital Marketing & Communication Strategy at JCU?

100% Online

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20+ Regional Alumni Networks

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The Master of Science in Digital Marketing & Communication Strategy program is 100% online. Your courses and materials can be accessed anywhere at any time through our online platform. Balance work/life/learning alongside industry peers. Accelerate or temper the pace of your learning to fit your situation and schedule.

## Curriculum Highlights

**Brand Storytelling Through**

**Digital Advertising and**

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each medium is blended with how different platforms and media can be leveraged to tell a brand's story to its audiences. Additionally, you'll learn to critique and evaluate brand content across media platforms.

targeting, monitoring, optimizing, and evaluating digital campaigns.

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## **Online Reputation Management (COM 522)**

Hone your ability to support reputation building, crisis management, and customer engagement using real world examples. Understand how digital platforms enable word-of-mouth to go viral. Get comfortable using industry tools for reputation management on search engines, rating and review platforms, and social media. Analyze customer digital footprints, such as topical trends, sentiment, and influence to

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Fill the Digital Marketing Talent Gap

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Earn Raises and Promotions

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Capstone

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Lifetime Earning Power

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A 2019 report from the Economist Group and Digital Marketing Institute finds that 74% of marketing organizations face a critical talent shortage due to a lack of digital skills that will be needed to meet ongoing customer demands. This talent gap includes digital experiences, marketing experiences as well as soft skills.

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SHERWIN-WILLIAMS

## Our Alumni Work and Live Here

John Carroll graduates who pursue digital marketing and communication careers thrive in marketing, communication, public relations and advertising across Ohio and nationally. John Carroll graduates also pursue digital marketing careers with large finance, media, professional service, healthcare and manufacturing firms across dozens of regional, national and global economic capitals.

## Digital Marketing & Communication Alumni Across The

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# Your Inspired Future with JCU Graduate School

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Graduate Bulletin >

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Digital Marketing Certificates >

**Get Started**

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**Email Address \***

**First Name \***

**Last Name \***

**Phone Number (optional)**

**Which program most interests you:**

Digital Marketing & Communication Strategy

**\* Required field**

Submit



1 John Carroll Boulevard, University Heights, Ohio 44118

Campus Map

Careers

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