

Digital Marketing MS

≡ 2023-2024 Edition

[2023-2024 Edition](#)

[Undergraduate](#)

[Graduate and Professional](#)

[Graduate School](#)

[About This Bulletin](#)

[Academic Calendar](#)

[Graduate School Policies](#)

[Cost and Aid](#)

[Graduate Student Services](#)

[Schools and Colleges](#)

[Tyler School of Art and Architecture](#)

[Fox School of Business and Management](#)

[Accountancy MAcc](#)

[Actuarial Science MS](#)

[Business Administration MBA](#)

[Business Administration/Accounting PhD](#)

[Business Administration/Entrepreneurship PhD](#)

[Business Administration/Finance PhD](#)

[Business Administration/Human Resource Management and Organizational Behavior PhD](#)

[Business Administration/Interdisciplinary Study PhD](#)

[Business Administration/International Business Administration PhD](#)

[Business Administration/Management Information Systems PhD](#)

[Business Administration/Marketing PhD](#)

[Business Administration/Operations and Supply Chain Management PhD](#)

[Business Administration/Risk Management and Insurance PhD](#)

[Business Administration/Strategic Management PhD](#)

[Business Administration/Tourism and Sport PhD](#)

[Business Administration Executive Program MBA](#)

[Business Administration Executive Program DBA](#)
[Business Analytics MS](#)
[Business Research MS](#)
[Corporate Compliance and Ethics MS](#)
[Decision Neuroscience MS](#)
[Decision Neuroscience PhD](#)
[Digital Marketing MS](#)
[Finance MS](#)
[Financial Analysis MS](#)
[Financial Analysis and Quantitative Risk Management MS](#)
[Global Finance MS](#)
[Global Finance DS](#)
[Health Administration MHA](#)
[Healthcare Financial Management MS](#)
[Human Resource Management MS](#)
[Information Technology Auditing and Cyber Security MS](#)
[Innovation Management and Entrepreneurship MS](#)
[Management MiM](#)
[Management Information Systems MS](#)
[Marketing Research and Analytics MS](#)
[Quantitative Finance and Risk Management MS](#)
[Real Estate MS](#)
[Risk Management and Insurance MS](#)
[Statistics MS](#)
[Statistics PhD](#)
[Statistics and Data Science MS](#)
[Graduate Certificate: Business Administration](#)
[Graduate Certificate: Business Analytics](#)
[Graduate Certificate: Diversity, Equity and Inclusive Leadership in Organizations](#)
[Graduate Certificate: Healthcare Innovation Management](#)

[Graduate Certificate: Human Resource Management](#)

[Graduate Certificate: Information Technology Auditing and Cyber Security](#)

[Graduate Certificate: Innovation Management and Entrepreneurship](#)

[Graduate Certificate: Organizational Leadership](#)

[Kornberg School of Dentistry](#)

[College of Education and Human Development](#)

[College of Engineering](#)

[Beasley School of Law](#)

[College of Liberal Arts](#)

[Lew Klein College of Media and Communication](#)

[Lewis Katz School of Medicine](#)

[Center for the Performing and Cinematic Arts / Boyer College of Music and Dance](#)

[Center for the Performing and Cinematic Arts / School of Theater, Film and Media Arts](#)

[School of Pharmacy](#)

[School of Podiatric Medicine](#)

[College of Public Health](#)

[College of Science and Technology](#)

[School of Sport, Tourism and Hospitality Management](#)

[Course Descriptions](#)

[Academic Programs List](#)

[About Courses](#)

[Course Descriptions](#)

[Faculty](#)

[FOX SCHOOL OF BUSINESS AND MANAGEMENT](#)

[Learn more about the Master of Science in Digital Marketing.](#)

About the Program

The MS in Digital Marketing degree program is designed to address digital marketing best practices to empower graduates to thrive at the front line of the changing media environment. Students are equipped with the skills necessary to develop and manage a modern brand through authentic communication with customers and prospects alike. In addition, students are empowered to think strategically about how brands, their employees and society-at-large interact to hone more effective multi-platform media plans. The entire program is designed to

provide students with hands-on, real-world experiences leveraging marketing research, data visualization and advanced analytics to enhance strategies they can immediately apply to their current careers and/or to entrepreneurial initiatives.

Upon program completion, graduates pursue various marketing and/or advertising positions. Many positions relate to working and living in a multi- and omni-channel world. Today's marketers cannot simply rely on traditional marketing and advertising alone. They must be able to segment, target and position their brand, product and service for a consumer in a strategic, timely, relevant and useful manner. Building and maintaining brand loyalty and long-term customer relationships is key. Examples of career paths upon program completion include:

Account Supervisor/Associate Vice President of Marketing

Advertising Account Executive or Senior Account Executive

Brand Strategy Director

Senior Communications Strategist

Senior Content Marketing Strategist

Director of Digital/Mobile/Social Strategies

Director of Marketing/Advertising/Communications/Public Relations

Insights and Analytics Specialist

Media Planning/Buying Specialist

Multi-platform Account Director

Product Development Manager

Search, Social, and Emerging Media Specialist

Senior Brand Manager

SEO Account Manager/Specialist

Time Limit for Degree Completion: 6 years

Campus Location: Online

Full-Time/Part-Time Status: The degree program is completed on a part-time basis.

Affiliation(s): Research interests of Fox faculty are supported by numerous centers and institutes throughout the [Fox School](#) and Temple University.

Accreditation: The MS in Digital Marketing is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Job Prospects: The Fox Center for Student Professional Development (CSPD) provides students with career coaching and professional development resources that support the job search.

Non-Matriculated Student Policy: This program requires the student to be matriculated in the degree program.

Financing Opportunities: Citizens and permanent residents of the United States are considered domestic students and are typically eligible for federal student loans and alternative loans through private lenders. The Fox School grants 5% tuition scholarships to alumni who are admitted to the program.

Admission Requirements and Deadlines

Application Deadline:

Fall:

December 15 – Early Admissions Deadline

March 1 – Scholarship Deadline and International Deadline

June 30 – Final Deadline

Applications are reviewed as they are received and can sometimes be considered after the final deadline.

[APPLY ONLINE to this Fox graduate program.](#)

Letters of Reference:

Number Required: 1

From Whom: Professional references from an immediate supervisor, current or past, is preferred. An academic reference is acceptable. If self-employed, a reference from a client is permissible.

Bachelor's Degree in Discipline/Related Discipline: A baccalaureate degree from an accredited university or college is required.

Statement of Goals: Essay prompts can be found in the online application portal.

Standardized Test Scores:

GRE/GMAT: Scores may be requested based on the applicant's academic and/or professional background. Candidates with an undergraduate GPA below 3.0 are required to submit valid GMAT or GRE test scores. Consult an admissions advisor with any questions. Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree in a country where the language of instruction is English, must report scores for a standardized test of English that meet these minimums:

TOEFL iBT: 90

IELTS Academic: 7.0

Duolingo: 110

PTE Academic: 68

Resume: Current resume or CV is required.

Interview: Candidates are invited to interview in person or virtually. Interviews are required on a case-by-case basis.

Writing Sample: Prompts for this optional essay can be found in the online application portal.

Transfer Credit: Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the MS program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a "B" or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 30

Required Courses:

Core Courses

MIS 5001	Information Technology Management	3
MIS 5101	Business Intelligence	3
MIS 5603	Social Media Innovation	3
MKTG 5001	Marketing Management/Strategy ¹	3
MKTG 5101	Consumer and Buyer Behavior	3
MKTG 5604	Digital Marketing	3
MKTG 5605	Digital Innovation in Product Management and Branding	3

Electives ²

Select two from the following: 6

MIS 5102	Process Improvement and Innovation
MIS 5109	User Experience Design
MKTG 5103	Marketing Research: Techniques and Application
MKTG 5107	Product Management
MKTG 5111	Customer Data Analytics
MKTG 5606	Digital Innovation in Mobile Marketing and Communication

Capstone Course

MKTG 5118	Marketing MS Capstone ³	3
or MKTG 5182	Independent Study	

Total Credit Hours **30**

- ¹ All students take [MKTG 5001](#) as their first course in the program.
- ² With prior approval from the program's Academic Director, students may take other relevant 5000-level electives in the Fox School or from another school or college at Temple University.
- ³ Selection of [MKTG 5182](#) Independent Study requires approval from the program's Academic Director.

Culminating Event: Satisfactory completion of coursework is required to earn the Digital Marketing MS.

Contacts

Program Web Address:

<https://www.temple.edu/academics/degree-programs/digital-marketing-ms-bu-dmkg-ms>

Department Information:

Fox School of Business and Management

1801 Liacouras Walk

701 Alter Hall (006-22)

Philadelphia, PA 19122

foxinfo@temple.edu

215-204-5890

215-204-7678

Fax: 215-204-1632

Submission Address for Application Materials:

<https://apply.temple.edu/FOX/Account/Login>

Department Contacts:

Academic Director:

Jennifer Sundstrom-Fitzgerald

Assistant Professor of Marketing

jen.fitzgerald@temple.edu

215-204-9142

Specialized Master's Programs Coordinator:

Rachel Carr

Senior Associate Director for Specialized Master's Programs

foxms@temple.edu

215-204-7678