



RUTGERS

Business School
Newark and New Brunswick

Master of Science in Digital Marketing

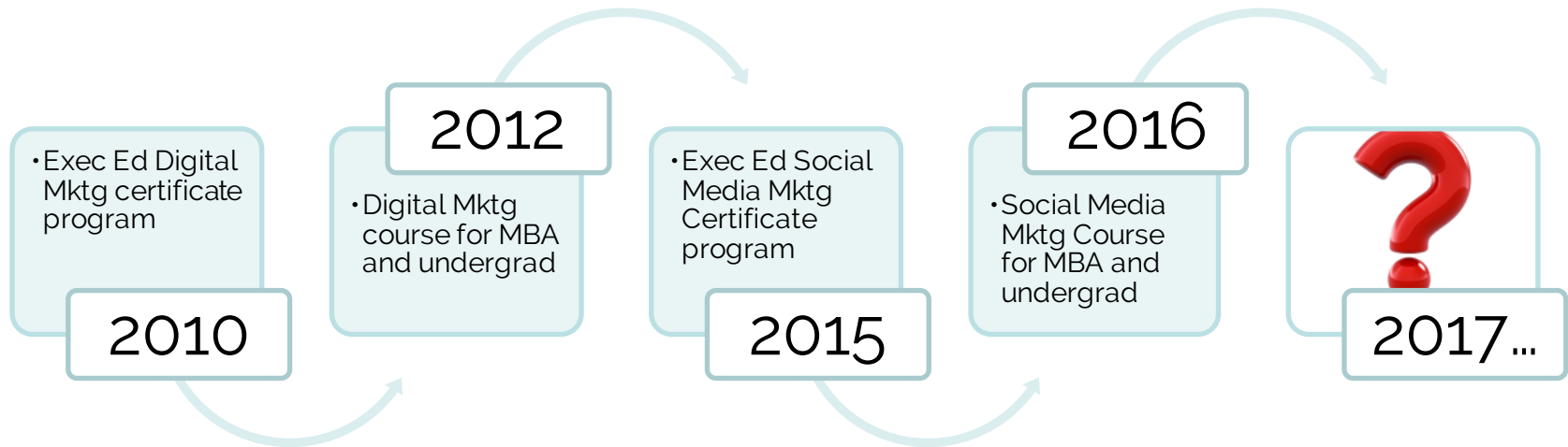
Stacy Smollin Schwartz

Program Director

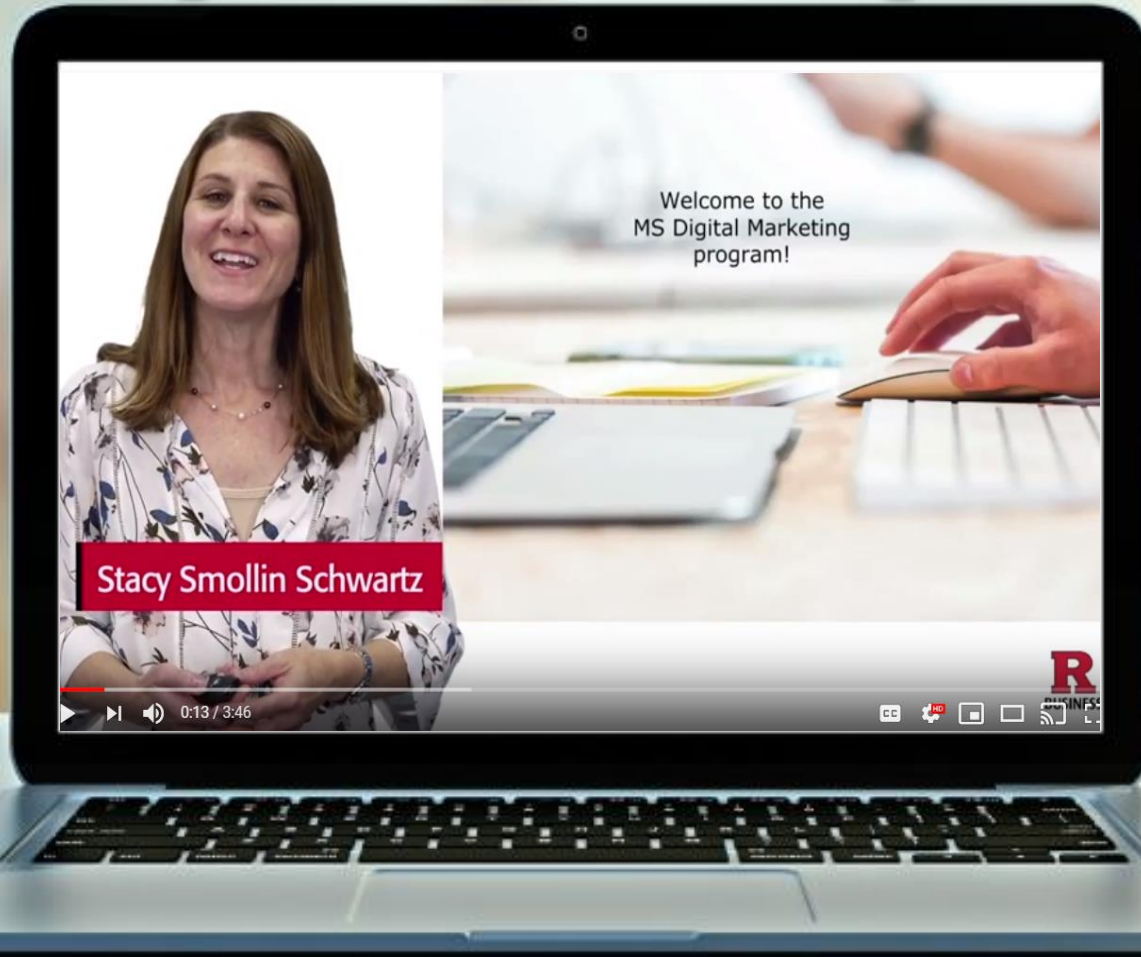
Assistant Professor of Professional Practice

Department of Marketing

RBS Digital Marketing Curriculum



Fall 2019



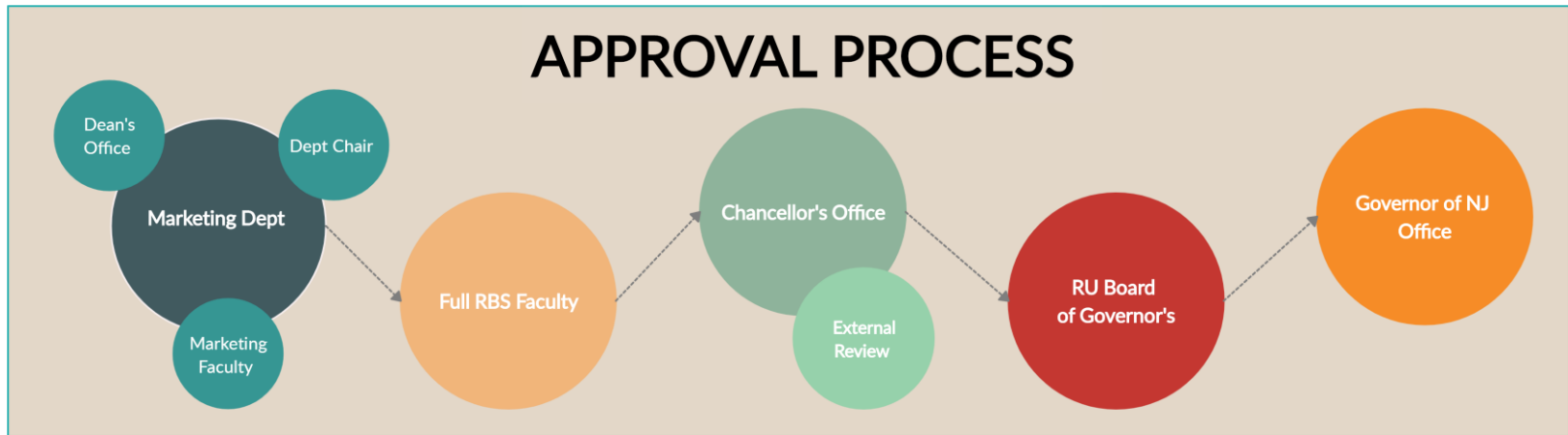
Stacy Smollin Schwartz

Welcome to the
MS Digital Marketing
program!

0:13 / 3:46



2+ Years of This...



Feb
2017



April
2019

MS Digital Marketing Curriculum

Strategic Marketing in a Digital World (6 required courses)

Customer
Journey
Analytics

Consumer
Behavior in a
Digital World

Marketing
Research in a
Digital World

Digital
Marketing Law,
Policy & Ethics

Digital Marketing Tactics & Tools (choose 4 elective courses)

Mobile
Marketing &
Innovation

Digital
Advtg &
Promo

Social
Media
Marketing

Content
Marketing

Search
Engine
Marketing

Retail Mktg
in a Digital
World

Intro to Digital Marketing

Digital Marketing Strategy

MS Digital Marketing Curriculum

- AACSB Accredited.
- Can be completed in 9-12 months (or up to 4.5 years).
- Fully online and asynchronous to allow for greatest flexibility; class-paced to allow for greater collaboration.
- Selectively, courses integrated with industry tools and technology platform certification (e.g., Google Analytics, Hootsuite, HubSpot, etc.).
- Highest quality instruction from professors and industry leaders with extensive digital marketing accomplishments.
- Treated as full RBS students (and alumni).





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