

DIGITAL MARKETING GRADUATE CONCENTRATION

for the Graduate Concentration in Digital Marketing (online)

This concentration is available for these programs:

Accountancy, MS (online) (<http://catalog.illinois.edu/graduate/bus/accountancy-ms/>)

Business Administration, MBA (iMBA) (<http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/>)

Management, MS (online) (<http://catalog.illinois.edu/graduate/bus/management-ms/>)

The Digital Marketing Concentration is designed to develop leaders who (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment, (2) employ marketing analytics to visualize and use data, and (3) understand how digital channels are used in marketing. This concentration will not only provide a strong foundational knowledge of digital marketing, but also provide students multiple opportunities to apply this knowledge via experiential learning opportunities.

Exceptions to the required courses will not be permitted.

Admission

Admission to the concentration requires submitting a Curriculum Change Form to the Department and Graduate College and admission to one of the approved programs. Admission is limited, and acceptance is on a competitive basis.

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Graduation Requirements

Minimum Cumulative GPA: 2.75
Minimum hours required for concentration completion: 12 hours

Code	Title	Hours
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 545	Marketing in Our New Digital World	4
Total Hours		12

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1. Understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment
2. Employ marketing analytics to visualize and use data
3. Understand how digital channels are used in marketing.

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Gies College of Business

Associate Dean: W. Brooke Elliott

Gies College of Business website (<https://giesbusiness.illinois.edu/graduate-hub/online/>)

Gies College of Business programs website (<https://giesbusiness.illinois.edu/graduate-hub/online/>)

Gies College of Business faculty (<https://business.illinois.edu/people/>)
2302 Fox Drive, Suite D, Champaign, IL 61820

(217) 300-2481

Contact email (giesonline@illinois.edu)

Admissions

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)