DIGITAL MARKETING 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.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 542</td>
<td>Digital Marketing Analytics</td>
<td>4</td>
</tr>
<tr>
<td>MBA 543</td>
<td>Digital Media &amp; Marketing</td>
<td>4</td>
</tr>
<tr>
<td>MBA 545</td>
<td>Marketing in Our New Digital World</td>
<td>4</td>
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</tbody>
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Total Hours 12

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.