Digital Marketing Concentration

for the Graduate Concentration in Digital Marketing (online)

interim chair of department: Cele Ottes
director of graduate studies: Deepak Somaya
director of admissions committee: Rakesh Bhatt
e-mail: ba@business.illinois.edu
department website: https://giesbusiness.illinois.edu/msba (https://giesbusiness.illinois.edu/msba/)
department faculty: https://business.illinois.edu/people/
overview of grad college admissions & requirements: https://grad.illinois.edu/admissions/apply (https://grad.illinois.edu/admissions/apply/)
college website: https://giesbusiness.illinois.edu/
department office: 350 Wohlers Hall, 1206 S. Sixth Street, Champaign, IL 61820
phone: (217) 333-4240

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.

Graduate Degree Programs in Business Administration

Majors:
Business Administration, MBA (http://catalog.illinois.edu/graduate/business-administration-mba/) (Full-Time)
with optional concentrations:
  Accountancy (http://catalog.illinois.edu/graduate/business-concentration/accy/accountancy/), Business Data Analytics (http://catalog.illinois.edu/graduate/business-concentration/badm/business-data-analytics/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/business-concentration/badm/corporate-governance-international-business/), Information Technology & Control (http://catalog.illinois.edu/graduate/business-concentration/badm/information-technology-control/), Supply Chain Management (http://catalog.illinois.edu/graduate/business-concentration/badm/supply-chain-management/)

Business Administration, MBA (http://catalog.illinois.edu/graduate/business-administration-part-time-mba/) (Professional - part-time)
with optional concentrations:
  Business Data Analytics (http://catalog.illinois.edu/graduate/business-concentration/badm/business-data-analytics/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/business-concentration/badm/corporate-governance-international-business/), Information Technology & Control (http://catalog.illinois.edu/graduate/business-concentration/badm/information-technology-control/), Supply Chain Management (http://catalog.illinois.edu/graduate/business-concentration/badm/supply-chain-management/)

Business Administration, MBA (Online iMBA) (http://catalog.illinois.edu/graduate/business-administration-online-mba/)
  Digital Marketing (p. 1), Entrepreneurship & Strategic Innovation (http://catalog.illinois.edu/graduate/business-concentration/badm/entrepreneurship-strategic-innovation/), Global Challenges in Business (http://catalog.illinois.edu/graduate/business-concentration/badm/global-challenges-business/)

Business Administration, MS (http://catalog.illinois.edu/graduate/business-administration-ms/)
with optional concentrations:
  Accountancy (http://catalog.illinois.edu/graduate/business-concentration/accy/accountancy/), Business Data Analytics (http://catalog.illinois.edu/graduate/business-concentration/badm/business-data-analytics/), Business & Public Policy (http://catalog.illinois.edu/graduate/business-concentration/finance/business-public-policy/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/business-concentration/badm/corporate-governance-international-business/), Finance (http://catalog.illinois.edu/graduate/business-concentration/finance/finance/), Supply Chain Management (http://catalog.illinois.edu/graduate/business-concentration/badm/supply-chain-management/)

Business Analytics, MS (http://catalog.illinois.edu/graduate/business-analytics-ms/)
Management, MS (http://catalog.illinois.edu/graduate/bus/
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.

for the Graduate Concentration in Digital Marketing (online)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 541</td>
<td>Marketing in a Digital World</td>
<td>2</td>
</tr>
<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 544</td>
<td>Marketing in an Analog World</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>