

DIGITAL MARKETING CONCENTRATION

for the Graduate Concentration in Digital Marketing (online)

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department website: <https://giesbusiness.illinois.edu/graduate-hub/online> (<https://giesbusiness.illinois.edu/graduate-hub/online/>)

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: 2302 Fox Drive, Suite D, Champaign, IL 61820

phone: (217) 300-2481

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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Code	Title	Hours
MBA 541	Marketing in a Digital World	2
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 544	Marketing in an Analog World	2
Total Hours		12