

# DIGITAL MARKETING CONCENTRATION

---

*for the Graduate Concentration in Digital Marketing (online)*

---

**associate dean: W. Brooke Elliott**

**email:** [g\(ba@business.illinois.edu\)iesonline@illinois.edu](mailto:g(ba@business.illinois.edu)iesonline@illinois.edu)

**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.