

MASTER OF BUSINESS ADMINISTRATION WITH AN EMPHASIS IN
DIGITAL MARKETING MANAGEMENT

Webster
UNIVERSITY

Athens

**GEORGE HERBERT WALKER
SCHOOL OF BUSINESS
& TECHNOLOGY**

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Take your marketing background to the next level with the MBA emphasis in Digital Marketing Management. Learn the tools and techniques needed to create thoughtful, relevant and effective digital marketing strategies and campaigns.

The graduate emphasis in digital marketing management is for students who have a background in marketing and are interested in obtaining specific expertise in the growing field of digital marketing. Throughout the coursework, students learn to analyze each major digital marketing channel – including paid, organic, social, email and mobile applications – and how to use them. Students also create digital marketing strategies that align with larger communications, business and marketing objectives.

ACCREDITATION

Webster University is accredited by The Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604 • hlcommission.org • 800.621.7440.

The George Herbert Walker School of Business & Technology is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) for BS, BA, MBA, MHA, MPA, MA, MS and doctoral programs in the business and management departments.

LEARNING OUTCOMES

Students will be able to:

- Create digital marketing strategies that align with larger marketing objectives.
- Critically analyze the appropriateness of each of the major digital marketing channels against marketing strategies.
- Develop, evaluate and execute a comprehensive digital marketing strategy and plan.
- Measure and evaluate digital marketing efforts.
- Describe the latest digital marketing technologies.
- Articulate the ethical impact of digital marketing efforts.

REQUIREMENTS

42 to 45 Credit Hours

The MBA with an emphasis in digital marketing management must include the following courses:

- **MRKT 5740** Management of Digital Marketing (3 hours)
- **MRKT 5895** Marketing Analytics (3 hours)
- **MRKT 5750** Management of Social Media (3 hours)
- **MRKT 5790** Digital Marketing Strategy (3 hours)

Note: Courses listed above may require additional prerequisites.

For more information and scholarship programs, contact:

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