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## Master course in internet marketing

The digital economy has disrupted almost every industry, but none more so than media and marketing. Traditional analog campaigns are anything but irrelevant, and if you don't have a digital strategy, you don't have much strategy at all. Employment statistics reflect this shift across the board. According to the Bureau of Labor Statistics, jobs for marketing, advertising, and promotions managers are projected to increase 10% over the next decade, adding nearly 24,000 jobs. Market research analysts are even better off: 23% employment growth, or about three times the national average, resulting in 139,000 new jobs. Of course, the expansion of employment is not a guarantee of a job. So what is the best way to stand out in a very competitive market? Experience is a prerequisite, and marketing recruiters and professionals will no doubt be looking for candidates with previous work credits and a solid portfolio. But an advanced degree, especially a Master's degree in Digital Marketing, is perhaps the ultimate differentiator. Not only do you receive expert training in digital marketing strategy, you will also develop in-demand skills and have the opportunity to build a portfolio through capstone projects and experiences. Below, we've ranked the best digital master's programs available online, including MBA tracks and other unique marketing degrees. Each curriculum varies, but most focus on a few critical areas: social media marketing, digital story telling, marketing management and mobile marketing, among others. Other features worth researching include accelerated master's programs (including some 1-year tracks), asynchronous courses, accreditation, and student support services. Keep reading to find the digital marketing master's track that meets your needs! 1) University of Florida University of Florida, founded in 1853, has a total enrollment of more than 50,000, including students from every state and more than 100 states worldwide. U.S. News ranks UF among the top 40 schools in the nation, with additional high grades for total value, high school counselor rankings, and online programs. Kiplinger's Finance and Fisk Guide to Colleges have each ranked Florida third in the country for affordability; two thirds of students graduate with zero debt. With a 20:1 student-to-faculty, Florida combines the resources of a research institution with individualized instruction and opportunities for collaborative learning. Nearly half of the classes have fewer than 20 students. Florida offers a unique online Master of Mass Communication with a specialization in Digital Strategy, the first of its kind available. The 36-credit curriculum includes core studies in copywriting for Digital Messaging, Lead Generation, among others Management, UX Theory and Research, Inbound Strategy, Social Media Advertising en Strategic Communication and Ethics. From there, students complete a capstone project to gain hands-on experience and develop skills in lead generation and management, management, conversions. Deliver courses in accelerated blocks for maximum flexibility, and full-time students can complete the diploma in just 16 months. After graduation, students will be able to write effective copy; develop strategies for a positive ROI; measuring and effectively communicating marketing KPIs; and implement the best SEO practices, among other core competencies. Homepage Tuition Per Credit: \$484 2) Liberty University Founded in 1971, Liberty University is a private Christian school in Lynchburg, Virginia with 100,000 online students. A global leader in remote education, Liberty is built for a range of working professionals, adult students and non-traditional students, including affordable tuition fees and hybrid, intensive and mixed delivery options. Liberty's generous transfer policy allows students to foreclose credits through previous academic course work, work/life experience, MOOC certifications, prior-learning exams, military service, and/or portfolio work. A low student-to-faculty ratio promotes Liberty's tight-knit community, with a third of classes having fewer than 20 students. Liberty offers an online Master in Digital Marketing and Advertising consisting of 36 credits. Key requirements are Strategic Marketing Management, Marketing Promotions, Supply Chain Management, Ethical & Legal Issues in Marketing, Brand Management and a Capstone in Marketing Strategy. For the specialization, students complete coursework in Media Technologies & Communication Strategies, Effective Social Media and Strategic Communication Campaigns for the Digital Age. There are eight different enrollment dates per year, and courses deliver in 8-week asynchronous, accelerated blocks to help students complete the degree as quickly as possible. The master is accredited by the ACBSP. Homepage Tuition Per Credit: \$565 3) Benedictine University Founded in 1887, Benedictine University is a private Catholic university with a total enrollment of about 6,000. U.S. News and Forbes have ranked Benedictine one of the best colleges in the country, and The Chronicle of Higher Education recognizes it as one of the fastest growing schools in the country. The 13:1 student-faculty ratio fosters an intimate educational atmosphere with tailored education, and 65% of classes have fewer than 20 students. Benedictine offers an online MBA in Internet Marketing designed to help students develop skills in digital and social media. Business core courses include Ethics and Leadership in a Global Environment, Operations Management, Strategic Management and Marketing Management. From there, students choose three of the following for the internet marketing specialization: Conversion Optimization, Web Analytics, Search Engine Optimization and Social Media All courses are very flexible to accommodate a wide range of students, and an accelerated track can be completed in just 16 months. Instructors have been successful, among other things and award-winning innovators, and the real-time curriculum is designed to adapt to the Internet and digital trends. Student support services include program managers, academic counseling, tutoring, tech assistance, professional development, and library services. Homepage Tuition Per Credit: \$600 4) Temple University Founded in 1884, Temple University is a public institution with a total enrollment of about 40,000, a quarter of which includes graduate students. Forbes, Washington Monthly, and Times Higher Education rank the university among the best in the country, and U.S. News ranks it on best-of-list value, veteran support, and at least two online programs. For a school of its size, Temple's 15:1 student-faculty ratio is excellent, combining the resources of a research institution with tailored education and small classes; almost 40% have fewer than 20 students, and less than 10% have 50. Temple's online Master's in Digital Innovation in Marketing consists of 9 courses, or 30 credits: Information Technology Management, Digital Marketing, Data Analytics, Digital Business Innovation, User Experience Design, Social Media Innovation, Mobile Brand Management and a capstone to provide hands-on experience. All courses are built for maximum flexibility to meet planning requirements for working professionals, adult students and non-traditional students, and an accelerated track allows students to complete the master's in just 16 months. It also includes the program's advisory board of marketing leaders and digital innovators from leading organizations such as Citi, LinkedIn, Johnson & Johnson, Warby Parker and Cigna. Homepage College Per Credit: \$1,114 5) Messiah College Messiah College, founded in 1909, is a Messiah College with a total enrollment of 3,300. Princeton Review ranks Messiah among the best colleges in the north region, and U.S. News ranks it in the top 5 for academics, value, and veteran services. With a 13:1 student-to-faculty relationship, Messiah promotes a close-knit learning community, offering individualized instruction, collaborative teaching, and a curriculum that emphasizes character development. Half of the classes have fewer than 20 students, and less 3% have 50. Messiah offers an online MBA with a concentration in Digital Marketing consisting of 36 credits. Core training consists of Managerial Accounting & Finance, Decision-Making with Data, Business Strategy & Execution, Global Business & Economic Development, Organizational Effectiveness, Marketing Strategy and a customizable capstone project. Concentration classes are in Digital Marketing, Social Media Strategy and Marketing Analytics. Deliver courses in accelerated blocks of 8 weeks for maximum flexibility, and most students complete the in just two years. Student support services include counseling, library access, career services and more. For interested parties, the concentrations of other masters are offered in Organizational and strategic communication, strategic leadership, management and dietetics. Homepage Tuition Per Credit: \$660 6) Ohio Christian University Founded in 1948, Ohio Christian University is a private institution with a total enrollment of about 7,900, evenly distributed between undergraduate and graduate students. U.S. News ranks OCU among the top 80 schools in the Midwest, and it has accreditations and approvals from nearly a dozen organizations, including The Higher Learning Commission. The 11:1 student-to-faculty provides personal attention from instructors, small classes and opportunities for collaborative learning. Ohio Christian offers a 36-credit Master's in Business Administration with a concentration in Digital Marketing. Business core coursework includes marketing and advertising for managers, legal and regulatory environment, ethics in leadership, managerial finance and analysis, and quantitative and analytical methods, among others. From there, the merger includes Digital Marketing, Psychology of Marketing, Digital Marketing Communication and Product and Brand Development. The accelerated program includes 6-12-week course blocks, and after graduation, students will be willing to lead and manage organizations' strategic digital marketing development. Other master concentrations are offered in Accounting, Finance, Healthcare, Human Resources and Organizational Leadership. Homepage Tuition Per Credit: \$472 7) Southern New Hampshire University Founded in 1932, Southern New Hampshire University is a global leader in online education, including 70,000 online students and 200 online programs. For his efforts, U.S. news ranks SNHU 1st in the nation for innovation, and Fast Company, The Chronicle of Higher Education, and New Hampshire Business Review have all recognized the university's cutting-edge education model. Thanks to a 15:1 student-to-faculty ratio, Southern New Hampshire combines the resources of a large research institution with the small, intimate setting of a liberal arts school. More than 60 percent of the classes are less than 20 students. Southern New Hampshire offers a Master's in Digital Marketing with studies in multinational marketing strategies, consumer behavior and marketing, strategic internet marketing, digital story telling and branding, and Social Media Marketing, among others. Additional skill-oriented emphasis includes qualitative and quantitative data interpretation, data-driven decision-making, and cross-functional brand management. A capstone is integrated to add a real-world component to the master, and accelerated delivery (including 10-week course blocks) means students have the ability to complete the degree in as little as 15 months. The program is in line with the standards of the American Marketing Association's Professional Certified Marketer Program, students ahead of the Digital Marketing Certification Exam and includes approved coursework in inbound marketing from HubSpot. It is accredited accredited neasc and ACBSP. Homepage Tuition Per Credit: \$627 8) Concordia University – Chicago Founded in 1864, Concordia University – Chicago is a private Christian institution with a total enrollment of 5,300, most of whom are graduate students. The Chronicle of Higher Education and the National Council for Accreditation of Teacher Education have each recognized Concordia for academic excellence, and Concordia's 15:1 student-faculty ratio offers numerous benefits, from personalized instruction to collaborative learning opportunities. Nearly 80% of classes have fewer than 20 students, and none have more than 49. Concordia offers an online MBA in Digital Marketing consisting of 48 hours. Key requirements are Financial Accounting and Analysis, Marketing Design and Strategy, Managerial Economics, Seminar in Descriptive Statistics, Ethical Strategic Leadership, Macroeconomic Analysis and Management of Human Resources. From there, the master students take Digital Marketing Digital Strategy & Planning, Digital Marketing Analytics, Social Media Marketing Communications and Mobile Marketing. For maximum flexibility, 100% online and hybrid delivery formats are available and students can complete the diploma in just 1-2 years. For those interested, Concordia also offers half a dozen other MBA certificates and endorsements in areas ranging from health care to sports management. Home College tuition Per Credit: \$690 9) University of Illinois at Urbana-Champaign Founded in 1867, The University of Illinois at Urbana-Champaign is the second oldest university in the state, with a total enrollment of about 47,000. U.S. News, Times Higher Education, and QS World University Rankings each recognize Illinois as one of the best schools in the country, and the university is often listed among public records. The ratio of 20:1 student to faculty - excellent for its size - supports a vibrant, collaborative learning environment and 40% of the classes have fewer than 20 students. Illinois offers a graduate certificate in Digital Marketing designed for working professionals pursuing a career in the field. The master's-level coursework includes Marketing in a Digital World, Digital Marketing Analytics, Digital Marketing Channels, Marketing in an Analog World, a capstone to develop practical skills and hands-on experience. Delivered through the Coursera platform, students can benefit from a range of learning resources and full studies on their own schedule through asynchronous content. In particular, students will learn how to set up effective targeted promotion campaigns; developing insight into branding, brand positioning and brand communication strategies; and perform data analysis and visualisation techniques for decision-making. Homepage Tuition Per Credit: \$1,158 10) Saint Mary's University of Minnesota Founded in 1912, Saint Mary's University of Minnesota is a private Catholic institution with a total enrollment of 5,600, including about 4,000 4,000 Students. In addition to a top-50 regional ranking by U.S. News, Saint Mary's is recognized as one of the best schools in the Midwest for total value and veteran services. The 20:1 student-faculty ratio fosters a dynamic educational community with personalized instruction and collaborative learning opportunities. More than 70% of the classes have fewer than 20 students. Saint Mary's offers an online MBA in Social Media Management & Marketing consisting of 30 credits. Core requirements are quantitative decision-making, administrative economics, international operations management, Corporate Finance and a capstone in Strategic Management that allows students to gain practical experience with a sponsoring organisation. (Students interested in the international capstone can choose Barcelona, Paris, Rome, Florence or Milan.) From there, the social media concentration Curriculum was created by the National Institute for Social Media (NISM) and includes digital storytelling, case studies in brand strategy and ethics in social marketing. Accelerated delivery allows students to complete the master's in just 18 months, or complete the course on a flexible schedule at their own pace. Homepage Tuition Per Credit: \$650 \$650

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