

## Possible Employment Opportunities\*

*Graduates of this program will be able to work as digital marketing directors, SEO-SEM specialists, data analysts, and social media administrators, among others.*

\*These examples are intended to serve as a general guide. There are many factors that determine what occupation an individual can achieve and NUC University cannot guarantee its graduates a specific job position. Some positions may require licensing or other certifications. We encourage to research your job requirements and career goals.



# MASTER'S DEGREE IN **BUSINESS ADMINISTRATION** WITH SPECIALTY IN DIGITAL MARKETING

The Master's Degree in Business Administration with specialty in Digital Marketing will train students in the development of strategic and analytical skills necessary in the leadership of organizations in a digital world. Likewise, students will establish action plans that include strategies for enhancing a company's brand through digital marketing. Students will develop skills in digital advertising, social media, and data analysis for the optimization of messages and digital content options for target audiences. Throughout the program, students will use the analysis and application of digital marketing platforms, analytical tools, case studies, and simulators for an experience closer to real-life work situations.



**NUC**  
UNIVERSITY — SOUTH FLORIDA CAMPUS

**305.390.8406**  
**online.nuc.edu**

NUC University (NUC) is an accredited institution and a member of the Middle States Commission on Higher Education (MSCHE) [www.msche.org](http://www.msche.org). NUC's NUC University – IBC Technical Division (NUC-IBC), NUC University - Florida Technical College (NUC-FTC), and The Digital Animation & Visual Effects School (The DAVE School) are included in this accreditation. NUC's accreditation status is Accreditation Reaffirmed. The Commission's most recent action on the institution's accreditation status on 2019 was to reaffirm accreditation. MSCHE is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation (CHEA).

# MASTER'S DEGREE IN **BUSINESS ADMINISTRATION**

WITH SPECIALTY IN DIGITAL MARKETING

## Program Competencies

- Creatively apply their knowledge and skills in the performance of their duties as administrators and professionals in the field of digital marketing.
- Logically and critically evaluate the performance of marketing campaigns and compliance with corporate strategies through the analysis of performance indicators (KPI).
- Defend their arguments in an assertive and efficient manner, both verbally and in writing, while exercising their duties as digital marketing specialists.
- Utilize technological and computer media, such as SEO and SEM, in the formulation of strategies for social networks and websites.
- Assess the economic, cultural, social, and political environments around companies in order to add significant value to an organization's marketing program.
- Demonstrate leadership with an entrepreneurial and tolerant vision toward cultural diversity, using critical thinking to make optimal decisions based on ethics and social responsibility.

## Outstanding Courses

- Fundamentals of Digital Marketing
- Digital Advertising
- Search Engine Marketing (SEM-SEO)
- Social Media Marketing
- Digital Marketing Analytics



## Program Availability

- **South Florida**

## Distribution

- 24 credits - Core courses
- 15 credits - Specialty courses
- 39 credits - **Total of credits**



**NUC**  
UNIVERSITY — SOUTH FLORIDA CAMPUS

**FOLLOW US**

