



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

Possible Employment Opportunities*

- Marketing Manager* ◀
- Digital Marketing Manager* ◀
- Social Media Marketing Manager* ◀
- Market Analyst* ◀
- Digital Media Planner* ◀
- Digital Publications Specialist* ◀
- Consultant* ◀

*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 you to research your job requirements and career goals.

The Master's Degree Program in Business Administration with Specialty in Digital Marketing aims to develop in students strategic and analytical skills to guide organizations in a digital world. Students will develop a strategic mindset with the ability to apply creative and innovative solutions using the tools provided by the Internet, social networks, and electronic commerce (e-commerce) for optimal exposure and promotion of products or services.



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NUC University is an institution authorized by the Board of Postsecondary Institutions (JIP) through certifications 2019-161 and 2017-384 to 390. NUC University is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104. [267-284-5000] www.msche.org. NUC University - IBC Technical Division (NUC-IBC), is included in this accreditation. MSCHE is an institutional accreditation agency recognized by the United States Secretary of Education and the Council for Higher Education Accreditation (CHEA).

MASTER'S DEGREE IN

BUSINESS ADMINISTRATION WITH SPECIALTY IN DIGITAL MARKETING

Program Competencies

- Collect, analyze and interpret multidimensional information through the use of technology for the development and implementation of creative marketing strategies focusing on the media and tools provided by the Internet.
- Demonstrate leadership with an entrepreneurial vision, tolerant of cultural diversity, and capable of using critical thinking to make optimal decisions based on ethics and social responsibility.
- Value the economic, cultural, social and political environment that surrounds companies and direct the efforts of the marketing program in such a way that they add value to these organizations.
- Apply their knowledge and skills in organizations of different levels of complexity to establish and defend their arguments verbally and in writing.

Program Availability

- South Florida

Distribution

- 24 credits - core courses
- 15 credits - specialty courses
- 39 credits - total credits

Outstanding Courses

- Online Strategic Marketing
- Project Management and Administration
- Online Advertising and Promotion
- Social Media
- Online Marketing Distribution Channels



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