


Master of Science in Digital Marketing

Empowering global leaders for the real world.

Acquire the skills and knowledge necessary to understand the complexity of organizational management in the modern, ever-shifting business landscape.

 **Modality**
Hybrid

 **USA accredited degree by DEAC**

 **Intake**
January, May and
September

 **Language**
English

How you will learn

HYBRID

The US Experience. Live in Miami and experience the hustle and bustle of a major US city.

Truly diverse. Meet international professionals from different backgrounds and create long-lasting relationships.

A burst of vision. Interact with international faculty and classmates, getting the most out of the classes.

Earn your Harvard ManageMentor: Innovation and Creativity certificate.



MIU's Master's in Digital Marketing program includes the Innovation and Creativity certificate from Harvard, equipping you to channel creativity, identify potential challenges to innovation, and collaborate with others to drive continuous improvement.

Key information

Duration: 18 months

Language: English

Modality: Hybrid

Credits: 36

Intake: January, May, and September

Annual Program tuition: \$8,000 + Fees

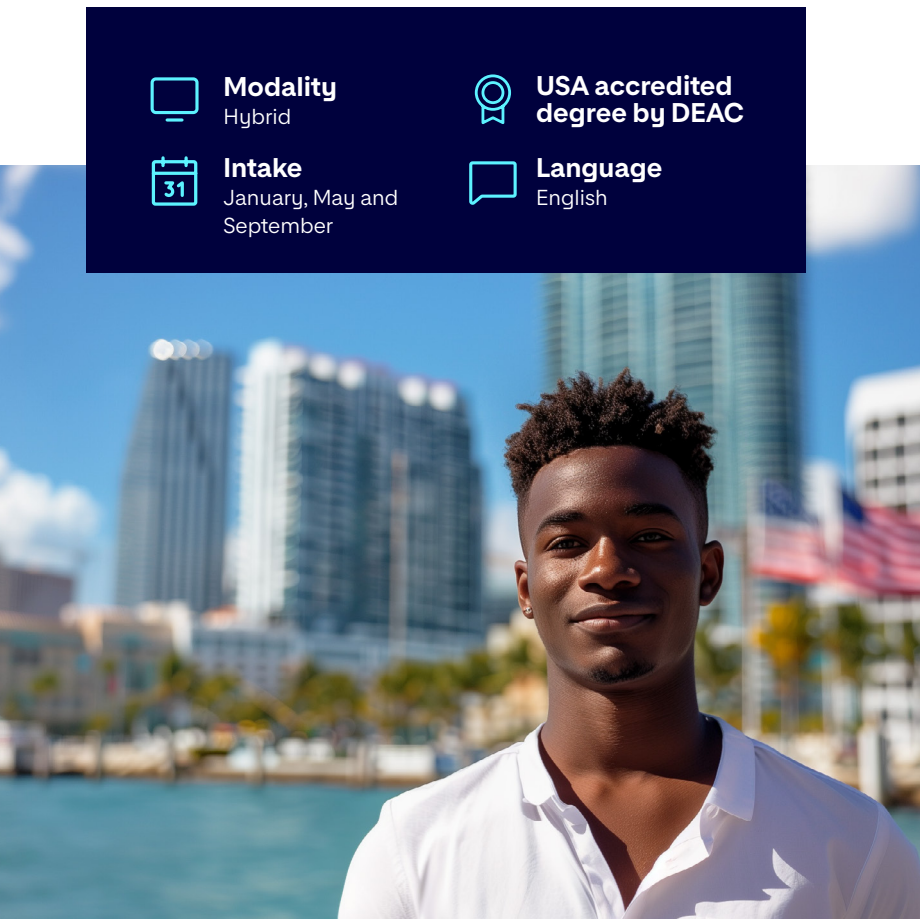
Application fee:

- **Domestic Students:** \$50
- **For International Students:** \$150
- **Foreign Credential Evaluation (FCE):** \$150
- **Graduation Fee:** \$400

Extra fees:

- **Facility and Technology:** \$1,950
- **Campus Services:** \$2,100
- **I-20 Visa Fee (International Students only):** \$250
- **Extracurricular activities:** \$1,000

DEAC Accreditation: The Distance Education Accrediting Commission is listed by the U.S. Department of Education as a recognized accrediting agency. (www.deac.org).



What will you achieve?

✓ Institutional Recognitions

MIU City University Miami is DEAC accredited.
The Distance Education Accrediting Commission is recognized by the Council for Higher Education Accreditation (CHEA).
MIU City University Miami is licensed by the Florida Commission for Independent Education, License Number #5359.

✓ Official degree in the USA

We offer official degree recognized in the USA and in the candidate's country of origin

✓ Personalized classes

Average of 12 students per class, with a competency-based learning experience and the development of activities and case analyses that will help you think about business in a completely strategic and innovative way.

Admissions Process

1. CONTACT US

- www.miuniversity.edu/contact

2. PERSONAL INTERVIEW

Discuss your eligibility for the program with a personal advisor who will guide you through the admission process.

3. APPLICATION FORM

To formalize your admission, complete the online Application and send the required documentation to your academic advisor.

- **Identification Document (ID):**
 - **U.S. Students:** Passport, ID, or driver's license.
 - **International Students:** Passport.
- Bachelor's Degree
- Academic Transcript (Optional)
- Resume (CV)

You will also be asked to pay a non-refundable Application fee (\$50 US residents, \$150 International students) and a US Degree Recognition fee - Foreign Credential Evaluation FCE (\$150).

4. ADMISSIONS COMMITTEE DECISIONS

Upon FCE confirmation, you will receive an acceptance letter and an enrollment agreement.



Study Plan

18 Month

36 Credits

1 to 12 Months

SEMESTER
01

- Digital Marketing Plans (3 credits)
- User-centered Design (3 credits)
- Digital Advertising and SEM (3 credits)

SEMESTER
02

- Social Media Marketing (3 credits)
- Advanced Customer Analytics (3 credits)
- Mobile Marketing (3 credits)

SEMESTER
03

- Inbound Marketing and SEO (3 credits)
- E-commerce Management (3 credits)

SEMESTER
04

- Fundamentals of Online Business Models (3 credits)
- E-commerce Logistics (3 credits)

12 to 18 Month

SEMESTER
05

- Digital Marketing Capstone Project (6 credits)