

Master of Science in Digital Marketing

Prepare to make strategic decisions, identify opportunities, and define effective online marketing and promotional strategies.

This program equips students with the skills for comprehensive management of a company's digital marketing and communication efforts.



Modality
Online



USA accredited degree by DEAC



Intake
January, May and
September



Language
English & Spanish

How you will learn

ONLINE

Top educational technology. As part of the [Proeduca Group](#), the global leader in online education, MIU represents a prestigious online educational model that incorporates the best use of technologies

Because life is digital. The online format mirrors the new reality of everyday business with remote teams from different parts of the globe.

Adapted to your lifestyle. Organize your workload according to your personal study rhythm, schedule, and personal situation, to strike the optimal balance between your learning and professional objectives.

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.

Scholarship opportunities: Flexible payment plans available

Key information

Duration: 18 months

Language: English and Spanish

Modality: Online

Credits: 36

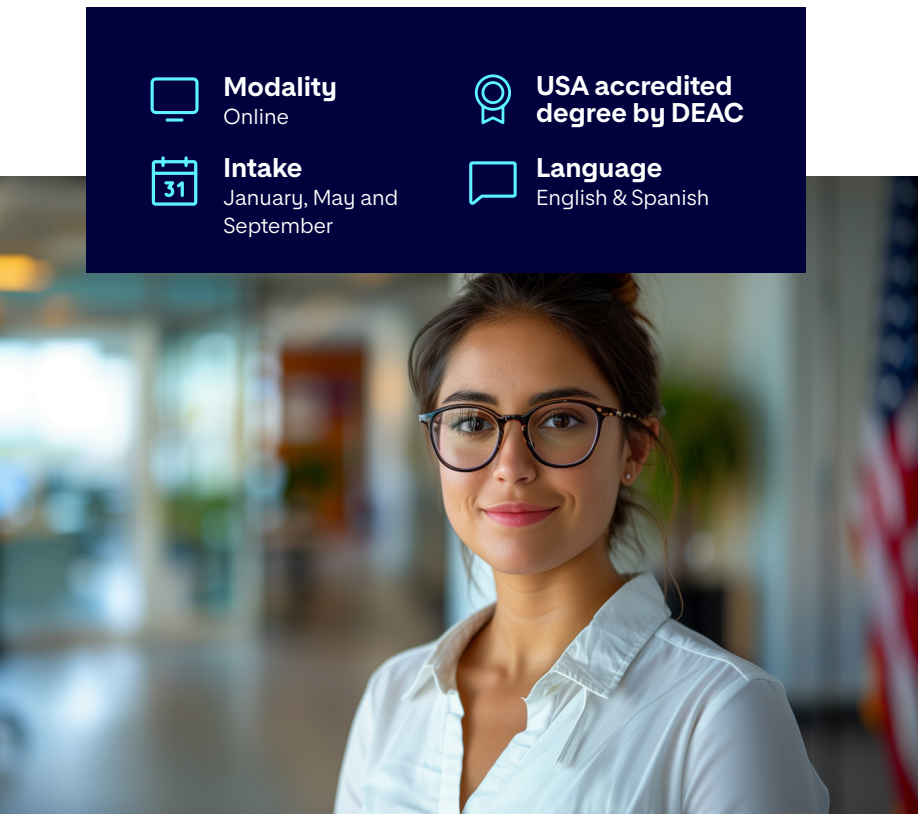
Intake: January, May, and September

Annual Program tuition: \$8,000

Application fee:

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

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?

✓ Become an Expert in Current Online Marketing Trends

Transform your ideas into actionable strategies that deliver measurable results.

✓ Develop and Execute Marketing Strategies Across Channels

Create and implement optimized tactics that integrate all marketing channels to maximize reach and effectiveness.

✓ Define and Optimize Website Performance

Master SEO, SEM, social media marketing, mobile and email marketing, as well as inbound marketing strategies.

✓ Implement Digital Communication and Content Marketing Strategies

Create and manage strategic digital content to enhance online presence, generate engagement, and strengthen brand identity.

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 or national ID.
- **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)