



HARSON /

Master in

**Digital
Marketing**

WHO WE ARE?

Harson University is an educational institution with undergraduate and graduate programs. From its headquarters in the United States, we give you the academic continuity and the opportunities, and knowledge, to become a professional of global stature.



Get a Bachelor
or Master Degree



100%
Online Classes



American
teachers



Classes
in Spanish

MASTER IN DIGITAL MARKETING

In this program you will learn to apply current marketing theories and models to a digital context, oriented to social networks, electronic media and data analytics. You will learn how to segment with more precise tools, how to make decisions about marketing variables and how to measure with the use of indicators.

PROGRAM OBJECTIVES

The Digital Marketing program trains professionals with high critical and creative skills, capable of applying marketing concepts correctly and able to create strategies based on detailed market research. With the right tools and training, you will be able to generate engagement in social media and establish an omnichannel culture with companies.

GRADUATE SKILLS

- Understand the impact on marketing of the evolution of the digital channel.
- Know in depth the metrics of success of marketing campaigns and develop your own according to the company and business.
- Relevance of content marketing in the digital strategy.
- Develop digital strategies and campaigns that include SEO and SEM.
- Strategically plan omnichannel campaigns according to the customer journey of the consumer.

CURRICULUM

CORE COURSES



CREDIT HOURS 10 COURSES

- Consumer Behavior
- Marketing Research
- Integrated Marketing Communication
- Marketing Decisions For Managers
- E-Marketing
- Social Media Marketing
- Marketing Analytics
- Brand Management
- Omnichannel Marketing
- Digital Marketing Strategies

ADMISSION REQUIREMENTS

- File a completed signed and dated admission application.
- Application fee \$85.00 (non-refundable) made payable to Harson University.
- Submit a copy of a valid government issued picture ID.
- Applicants to the Master program must have obtained a Bachelor's degree from a regionally or nationally accredited institution of higher education.
- Applicants with Bachelor's degrees from non-US institutions of higher education are required to submit their credentials for evaluation of U.S. equivalency by a recognized agency specialized in this activity and member of the National Association of Credential Evaluation Services (NACES).
- Applicants who earned a Bachelor's degree in another language than English must have the transcript translated into English by a certified translation agency. The translated copy should be submitted along with an original copy.
- Two letters of recommendation from supervisors, faculty, or professional associates.
- Formal resume indicating education and complete work history, outlining the applicant's professional experience and accomplishments, academic achievements, as well as any participation in community and civic organizations.
- Harson University offers its programs online and in Spanish. Applicants whose native language is other than Spanish, are required to take and approve a Proprietary Proficiency Language Test.
- Payment of tuition and fees by deadline indicated on Enrollment Agreement.
- Online students must have access to the internet.
- Harson University reserves the right to deny admission to any prospective student that in their judgment poses an undue risk to the safety or security of the University and the University community.

HARSON

Contact us

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