



Katz

Katz School
of Science and Health

MS in Digital Marketing and Media

SAMPLE FULL-TIME COURSE SEQUENCE

FALL (Semester 1)	SPRING (Semester 2)	SUMMER (Semester 3)	FALL (Semester 4)
Marketing Management and Strategy	Brand Management	Research Methods	Elective
Consumer Behavior and Customer Relationship Management	Elective	Elective	Elective
Communications	Elective		