



Program Guidebook

Master of Science in Marketing, Digital Marketing Specialization

The Master of Science in Marketing with a specialization in Digital Marketing is a competency-based degree program that develops digital marketing skills that can be applied to a variety of sectors, such as corporations, small businesses, government agencies, non-profits, and healthcare and education institutions. The competencies in this program measure in-demand skills preparing you to develop, manage, and lead digital marketing activities and campaigns using email marketing, social media marketing, and e-commerce. You will demonstrate competencies of creative and written digital marketing skills through coursework, assessments, simulations, and activities using industry platforms and tools. The program concludes with an experiential learning capstone course where you will deliver a digital marketing project to a business client to culminate the skills learned throughout the program. Industry certifications are also included in the program.

Understanding the Competency-Based Approach

Practically speaking, how do competency-based programs like those offered at Western Governors University (WGU) work? Unlike traditional universities, WGU does not award degrees based on completion of a certain number of credit hours or a certain set of required courses. Instead, you will earn your degree by demonstrating your skills, knowledge, and understanding of important concepts.

Progress through a degree program is governed not by the amount of time you spend in class but by your ability to demonstrate mastery of competencies as you complete required courses. Of course, you will need to engage in learning experiences as you review competencies or develop knowledge and skills in areas in which you may be weak. To help you acquire the knowledge and skills you need to complete your courses and program, WGU provides a rich array of learning resources. Your program mentor will work closely with you to help you understand the competencies required for your program and to help you create a schedule for completing your courses. You will also work closely with course instructors as you engage in each of your courses. As subject matter experts, course instructors will guide you through the content you must master to

as 15–20 hours per week to the program, while others may need to devote more time. For this reason, pre-assessments are there to help your program mentor form a profile of your prior knowledge and create a personalized Degree Plan.

How You Will Interact with Faculty

At WGU, faculty serve in specialized roles, and they will work with you individually to provide the guidance, instruction, and support you will need to succeed and graduate. As a student, it is important for you to take advantage of this support. It is key to your progress and ultimate success. Upon your enrollment, you will be assigned a program mentor—an expert in your field of study who will provide you with regular program-level guidance and support from the day you start until the day you graduate. Your program mentor will set up regular telephone appointments (weekly at first) with you, which you will be expected to keep. The mentor will review program competencies with you and work with you to develop a plan and schedule for your coursework. Your program mentor will serve as your main point of contact throughout your program—helping you set weekly study goals, recommending specific learning materials, telling you what to expect in courses, and keeping you motivated. In addition to regular calls, your program mentor is available to help you resolve questions and concerns as they arise.

You will also be assigned to a course instructor for each course. Course instructors are doctoral-level subject matter experts who will assist your learning in each individual course. When you begin a new course, your assigned course instructor will actively monitor your progress and will be in touch to offer one-on-one instruction and to provide you with information about webinars, cohort sessions, and other learning opportunities available to help you acquire the competencies you need to master the course. Your course instructor can discuss your learning for the course, help you find answers to content questions, and give you the tools to navigate the course successfully. In addition, you will communicate with course instructors by posting in the online learning community and participating in live discussion sessions such as webinars and cohorts.

For many of the courses at WGU, you will be required to complete performance assessments. These include reports, papers, presentations, and projects that let you demonstrate your mastery of the required competencies. A separate group of faculty members, called evaluators, will review your work to determine whether it meets requirements. Evaluators are also subject matter experts in their field of evaluation. If your assessment needs further work before it “passes,” these evaluators, who review your work anonymously, will provide you with instructional feedback to help you meet evaluation standards and allow you to advance.

Connecting with Other Mentors and Fellow Students

As you proceed through your Degree Plan, you will have direct contact with multiple faculty members. These communications can take a variety of forms, including participation in one-on-one discussions, chats in the learning communities, and live cohort and webinar opportunities. As a WGU student, you will have access to your own personal MyWGU Student Portal, which will provide a gateway to your courses of study, learning resources, and learning communities where you will interact with faculty and other students.

The learning resources in each course are specifically designed to support you as you develop competencies in preparation for your assessments. These learning resources may include reading materials, videos, tutorials, cohort opportunities, community discussions, and live discussions that are guided by course instructors who are experts in their field. You will access your program community during your orientation course to network with peers who are enrolled in your program and to receive continued support through professional enrichment and program-specific chats, blogs, and discussions. WGU also provides Student Services associates to help you and your program mentor solve any special problems that may arise.

Orientation

The WGU orientation course focuses on acquainting you with WGU's competency-based model, distance education, technology, and other resources and tools available for students. You will also utilize WGU program and course communities, participate in activities, and get to know other students at WGU. The orientation course must be completed before you can start your first term at WGU.

Transferability of Prior College Coursework

Because WGU is a competency-based institution, it does not award degrees based on credits but rather

academic standing, you must complete at least 66.67% of the units you attempt over the length of your program—including any courses you add to your term to accelerate your progress. Additionally, during your first term at WGU you must pass at least 3 competency units in order to remain eligible for financial aid. We know that SAP is complex, so please contact a financial aid counselor should you have additional questions. *Please note: The Endorsement Preparation Program in Educational Leadership is not eligible for federal financial aid.

Courses

Standard Path *for* Master of Science in Marketing, Digital Marketing Specialization

Course Description	CUs	Term
Managing Organizations and Leading People	3	1
Frameworks for Strategic Decision-Making	3	1
Marketing in the Digital Era	3	1
Market Research	3	2
Marketing Communications and Storytelling	3	2
Product, Price, and Customer Experience	3 3 3 3 3	

Areas of Study for Master of Science in Marketing, Digital Marketing Specialization

The following section includes the areas of study in the program, with their associated courses. Your specific learning resources and level of instructional support will vary based on the individual competencies you bring to the program and your confidence in developing the knowledge, skills, and abilities required in each area of the degree. The Degree Plan and learning resources are dynamic, so you need to review your Degree Plan and seek the advice of your mentor regarding the resources before you purchase them.

Management

Managing Organizations and Leading People

This course covers principles of effective management and leadership that maximize organizational performance. The following topics are included: the role and functions of a manager, analysis of personal leadership styles, approaches to self-awareness and self-assessment, and application of foundational leadership and management skills.

This course covers the following competencies:

Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.

The graduate explains the theoretical bases, current knowledge, best practices, and trends related to the practice of management.

The graduate uses contemporary theories of leadership to develop personal leadership skills based on a personal leadership philosophy.

The graduate applies management and leadership theories for long-term global-business success.

The graduate analyzes appropriate methods to improve organizational performance.

Frameworks for Strategic Decision-Making

Frameworks for Strategic Decision-Making challenges students to use logistical reasoning, root cause analysis, and various problem-solving skills to drive improvement, develop relationships, influence others, and make decisions. This course addresses how to evaluate business problems, develop stakeholder-oriented solutions, and influence key stakeholders. It also promotes strategic-level thinking and connection between business disciplines to drive outcomes. There are no prerequisites.

This course covers the following competencies:

Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.

The learner applies critical thinking processes to identify, analyze, and address internal and external business problems and opportunities.

The learner applies strategic thinking processes to evaluate and plan for internal and external opportunities.

The learner demonstrates emotional intelligence (i.e., behaviors, attitudes, and mindsets) to influence key stakeholders.

Marketing

Marketing in the Digital Era

Marketing in the Digital Era examines the marketing skills needed to be an effective marketer in the 21st century. This course provides a company and consumer perspective to learn how consumer value is created while achieving

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The 4Sarnet explains marketing concepts as part of a strategic, interdependent system

The 4Sarnet applies strategic marketing tools and methodologies to inform decision-making

The 4Sarnet explains how emerging technology and trends impact the marketing industry

The learner explains how various products and services are developed and managed to meet customer needs and wants, as well as organizational goals.

The learner develops pricing strategies and tactics that address the customer experience, enhance customer value, promote ethical pricing, and meet organizational goals.

The learner develops a customer experience strategy to create meaningful customer interactions across the entire customer journey that align with organizational goals.

course plan together.

The learner determines email marketing best practices for target audiences.

The learner creates an email marketing campaign to prospect and nurture leads.

The learner evaluates the performance of an email marketing campaign.

E-Commerce and Marketing Analytics

E-Commerce and Marketing Analytics teaches learners how to sell online, how to reach customers online, and how to measure campaign and website performance. Businesses and consumers actively engage in buying and selling products over the internet. Learners gain skills through the practical application of building and optimizing a Shopify website designed to promote and sell products to customers. The course explores the latest technology platforms with an emphasis on Google applications for hands-on experience. Learners have the opportunity to complete the Google Search Ads certification to gain skills used in practice and to enhance marketability within the marketing profession.

This course covers the following competencies:

Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.

The learner evaluates campaign performance goals using web analytics.

The learner analyzes how to implement an e-commerce strategy through the design, development, and optimization of an e-commerce store.

The learner analyzes how digital marketing tools are used to reach and retain customers to e-commerce stores.

Marketing Experiential Capstone

Marketing Experiential Capstone is the capstone course for the program that provides learners with real-world applications to prepare them for the marketing industry. In this course, learners will integrate and apply marketing skills gained throughout the program by working with an organization on a marketing project. Marketers must effectively manage many relationships throughout their career with clients and team members in an organization, an agency, or their own marketing firm. This course allows students to apply their technical knowledge while also developing competencies in effective communication, collaboration, conflict management, project management, and time management power skills. Learners will explore their professional goals and develop a personal branding strategy to enhance their marketability and to strategically plan for their marketing career.

This course covers the following competencies:

The learner integrates the competencies and skills from across the marketing program by executing a project that aligns with their professional career path.

The learner develops their personal brand to help them succeed as a marketing professional.

Accessibility and Accommodations

Western Governors University is committed to providing equal access to its academic programs to all qualified students. WGU's Accessibility Services team supports this mission by providing support, resources, advocacy, collaboration, and academic accommodations for students with disabilities and other qualifying conditions under the Americans with Disabilities Act (ADA). WGU encourages student to complete the Accommodation Request Form as soon as they become aware of the need for an accommodation. Current and prospective students can reach the Accessibility Services team Monday through Friday 8:00 a.m. to 5:00 p.m. MST at 1-877-HELP-WGU (877-435-7948) x5922 or at ADASupport@wgu.edu.

Need More Information? WGU Student Services

WGU's Student Services team is dedicated exclusively to helping you achieve your academic goals. The Student Services office is available during extended hours to assist with general questions and requests. The Student Services team members help you resolve issues, listen to student issues and concerns, and make recommendations for improving policy and practice based on student feedback.

Student Services team members also assist with unresolved concerns to find equitable resolutions. To contact the Student Services team, please feel free to call 877-435-7948 or e-mail studentservices@wgu.edu. We are available Monday through Friday from 6:00 a.m. to 10:00 p.m., Saturday from 7:00 a.m. to 7:00 p.m., mountain standard time. Closed Sundays.

If you have inquiries or concerns that require technical support, please contact the WGU IT Service Desk. The IT Service Desk is available Monday through Friday, 6:00 a.m. to 10:00 p.m. and Saturday and Sunday, 10:00 a.m. to 7:00 p.m., mountain standard time. To contact the IT Service Desk, please call 1-877-HELP-WGU (877-435-7948) or e-mail servicedesk@wgu.edu. The support teams are generally closed in observance of university holidays.

For the most current information regarding WGU support services, please visit "Student Support" on the Student Portal at <http://my.wgu.edu>.