

# MSDM FOR FALL 2023

## INFO SESSION



# PRESENTERS INTRODUCTION

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## DR. JAEJUNG

- Professor of Marketing
- Director of Center for Customer Insights & Digital Marketing
- Director of MSDM, Singelyn Graduate School of Business, College of Business Administration

2

## DR. RANDY STEIN

- Associate Professor of Marketing
- Co-director of Center for Customer Insights & Digital Marketing
- Co-director of MSDM, Singelyn Graduate School of Business, College of Business Administration

3

## DR. ALIS ZAKARIAN

- Associate director, College of Professional & Global Education

4

## DR. MEIHUA KOO

- Professor of Accounting
- Director of Singelyn Graduate School of Business

# What is MS in Digital Marketing?

## ▶ Program Goal

Train marketing managers and data analytics specialists for the digital economy.

## ▶ Digital Economy Impact

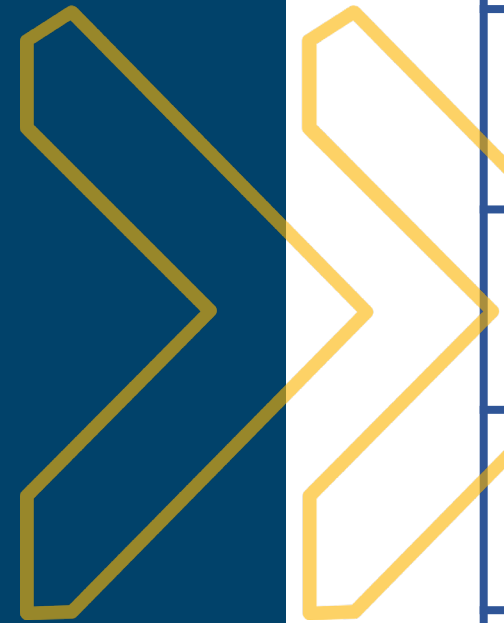
The digital economy is transforming marketing approaches and consumer data analysis for companies.

## ▶ Graduates Can...

- Generate insights about consumers.
- Develop and evaluate digital marketing programs across various channels using consumer psychology and online and offline marketing knowledge.



# Target Jobs



Digital Marketing Side	Marketing Analytics Side
Digital Marketing Specialist/ Manager/ Director	Customer Analytics Analyst/ Director
Social Media Marketing Specialist	Consumer Insights Analyst/ Director
Search Engine Marketing Specialist	Marketing Data Scientist
Database Marketing Specialist	Social Media & Text Analyst
Email Marketing Specialist	Web Analytics Specialist
Marketing Manager	Research Associate
Web Design and Media Analytics Specialist	Research Director

Diverse Career Opportunities  
for Our Graduates

Explore the range of target jobs and  
positions our capable graduates excel in."

# Program Learning Outcome

Mastering the Art of Digital Marketing Success



1.

Plan and execute effective digital marketing programs

2.

Apply consumer psychology and behaviors to generate insights and design digital marketing plans.

3.

Develop strategic solutions/models for digital marketing problems.

4.

Formulate value-added marketing strategies using data-driven insights.

5.

Communicate effectively and build trusted advisor relationships with clients.

# MSDM Courses

Core Skills	Fall	Spring	Summer
Digital Marketing Skills	Digital Marketing (IBM 6010)	Search Engine Marketing (IBM 6100) Database Marketing (IBM 6150)	Text Analysis for Digital Marketing (IBM 6600)
Marketing Analytics	Foundations of Customer Analytics (IBM 6510)	Market Forecasting (IBM 6520) Marketing Analytics (IBM 6530)	Marketing Data Science (IBM 6540)
Consumer Psychology & Behavior	Online Consumer Psychology and Behaviors (IBM 6200)	Current Issues in Digital Marketing (IBM 6400)	Retailing in Digital Economy (IBM 6300)
Actionable Recommendations & Communications	Customer Insights Methods and Survey Research (IBM 6500)	Data-Driven Digital Marketing Strategy I (IBM 6800)	Data-Driven Digital Marketing Strategy II (IBM 6950)

# Two-year Completion (Fall 2023)

## First Year

Semester	No	Courses	Credits	Sum
Summer	0	DWV 100*	0	
Fall	1	IBM 6010 (Digital Marketing)	3	6
	2	IBM 6510 (Foundations of Customer Analytics)	3	
Spring	3	IBM 6100 (Search Engine Marketing)	2	6
	4	IBM 6150 (Database Marketing)	2	
	5	IBM 6520 (Market Forecasting)	2	
Summer	6	IBM 6540 (Marketing Data Science)	3	5
	7	IBM 6600 (Text Analysis for Digital Marketing)	2	
Total				<b>17</b>

## Second Year

Semester	No	Courses	Credits	Sum
Fall	8	IBM 6500 (Customer Insights Methods and Survey Research)	3	6
	9	IBM 6200 (Online Consumer Psychology and Behaviors)	3	
Spring	10	IBM 6530 (Marketing Analytics)	3	6
	11	IBM 6400 (Current Issues in Digital Marketing)	1	
	12	IBM 6800 (Data-Driven Digital Marketing Strategy I)	2	
Summer	13	IBM 6300 (Retailing in Digital Economy)	3	5
	14	IBM 6950 (Data-Driven Digital Marketing Strategy II)	2	
Total				<b>17</b>

Note: \* DWV 100 (Data Wrangling and Visualization) is a professional certificate program offered by CPGE (College of Professional and Global Education).

Darker green-colored courses will be scheduled on the same day.

# Fa c u l t y



Dr. Jae Jung



Dr. Randy Stein



Dr. Megan Good



Dr. Tarique Hossain



Dr. Jing Hu



Dr. Shih-Tang Hwu



Dr. Mehrdad  
Koohikamali



Dr. Carsten Lange



Dr. Yufan (Frank)  
Lin



Dr. Jared Oakley



Dr. Lin Ong



Dr. Elif Ozkaya





# SUPPORT ENVIRONMENT

- Scholarship
- Assistantship
- Research Seminar
- Virtual Workshops
- Expert Speaker Series
- Student Club (DMA Club)
  - Networking events
- Internships
- Company projects



AACSB accredited  
business school



# What differentiates Our program from Others?

**1**

Industry-knowledgeable  
faculty

**2**

Practical, hands-on  
learning

**3**

Curriculum, responsive to  
the industry trends

**4**

Professional connections to  
the industries

**5**

Advanced research  
in infrastructure

# KEY FEATURES

- No GMAT/GRE required for Fall 2023
- Fast Track Application for CPP Undergraduates
- Completion Time
  - Fall 2023 admission: only offer 2-year cohort
  - Fall 2024 admission: both 1- and 2-year cohorts
- Credit Units for Degree: 34 credits required
- Number of courses: 14 courses
- STEM-designate



# KEY FEATURES

- **Class mode:** Hybrid
- **Class time:** Evening classes
- **Tuition**
  - \$825 per credit unit
  - Same tuition for in-state/out-of-state/international students
- **Project requirement:**
  - Team-based Culminating Experience Project that involves consulting for client companies.



# Application Requirement

## REQUIRED

- **4- year Bachelor's Degree**
  - college algebra, statistics, and programming with a minimum grade of C.
  - Students without programming experience are encouraged to apply, as a **boot camp** will be provided in the first semester with no extra cost.
- **Minimum GPA of 2.5**
- **Statement of Purpose**
  - highlighting motivations, preparations, contributions, and career objectives (250-500 words).
- **For International Students Only**
  - Proof of English Proficiency if Bachelor's degree was from a non-English speaking institution
  - **Need a permission number from us** to be able to apply

## OPTIONAL

- **GMAT/ GRE**
  - Not required for Fall 2023
- **One letter of recommendation:**
  - Not required for Fall 2023
- **Other supporting documents:**
  - Resumes, certificates, etc.

# Tuition & Fees

## Tuition Fee

- \$825 per unit
- Mandatory auxiliary fee
  - \$850/Semester (Fall & Spring)
  - \$400/Summer
- Total Tuition and Auxiliary Fees for two-year road map = \$32,250

## Financial Aid

- Please refer to the following:
  - <https://www.cpp.edu/financial-aid/index.shtml>
- On-campus work opportunity
  - <https://www.cpp.edu/campus-life/student-jobs/index.shtml>



# Contacts



## PROGRAM ADMISSION & CURRICULUM ISSUES

### DR. JAE JUNG

- [jmjung@cpp.edu](mailto:jmjung@cpp.edu)
- Director of CCIDM and MSDM, Singelyn Graduate School of Business, College of Business Administration

### DR. RANDY STEIN

- [rbstein@cpp.edu](mailto:rbstein@cpp.edu)
- Director of CCIDM and MSDM, Singelyn Graduate School of Business, College of Business Administration



## TUITION / COURSE ENROLLMENT

### DR. ALIS ZAKARIAN

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- Associate director, College of Professional and Global Education, Cal Poly Pomona

# Q & A TIME

