



Southern  
New Hampshire  
University

Harness the power of Digital Marketing.

## Master of Science in Marketing (Digital Marketing)

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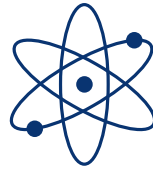
# About SNHU

Founded in 1932, Southern New Hampshire University (SNHU) is a distinguished U.S. nonprofit institution with a 25+ year online legacy of redefining higher education. Chosen by 3,000 on-campus and 170,000 online students, with an alumni network exceeding 100,000 worldwide, SNHU is one of the largest universities in the U.S.

SNHU is decorated with accolades, including the 2020 Most Innovative University in the North (U.S.) and Best Regional Universities by U.S. News & World Report and is accredited by NECHE, overseen by the U.S. Department of Education and Council for Higher Education Accreditation. SNHU strives to transform lives through quality education and our globally recognized accreditations are a testimony to the highest academic standards.



Awarded the 21st Century Distance Learning Award For Excellence in Online Technology  
By the United States Distance Learning Association (USDLA)



Named 2024's Most Innovative University in the North  
By the U.S. News & World Report



Accredited by the New England Commission for Higher Education (NECHE)  
Overseen by the U.S. Department of Education (USDOE)



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# Program Overview

The digital era demands the advancement of versatile and innovative marketers who can analyze and execute ingenious digital marketing strategies. Southern New Hampshire University's online **master's degree in digital marketing** prepares these marketing leaders of tomorrow to do just that by providing advanced training in marketing strategy, key business principles and cutting-edge tools and technologies.

SNHU's specialized digital marketing master's degree allows aspiring and current marketers to learn the nuances of various in-demand marketing styles to grow both their knowledge and careers. Furthermore, this online master's program adheres to the Professional Certified Marketer (PCM®) Program standards outlined in the American Marketing Association's Digital Marketing Book of Knowledge.



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# Why Digital Marketing?

The digital world is growing every single day, and it's expanding beyond just computers or smartphones. A simple Google search or a hashtag on social media can get you instant access to information, news and knowledge about anything you want.

Digital marketing is a fast-paced, technology-focused industry that is constantly evolving, creating new challenges and opportunities to learn while also building your resume and skill set.

- As of January 2022, India's rapidly increasing internet usage reached 658 million users - meaning that more and more customers are easily reached online.\*
- The average base pay for a Director of Digital Marketing in India is ₹25 Lakhs per annum.^

\*Times of India [Viewed online here.](#)

^Glassdoor [Viewed online here.](#)



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# Career Potential

Become a strong strategic force in the ever-evolving digital realm with an online MS in marketing with a specialization in digital marketing. Master the latest digital marketing tools and harness the power of data to develop impactful digital strategies to elevate a brand. Explore the dynamic world of modern-day marketing with career opportunities like:

- Advertising manager
- Marketing director
- Social media marketing specialist
- Digital marketing manager



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# What Will You Learn?

The master's in digital marketing offers an opportunity to learn from industry experts and apply marketing strategies in settings that will prepare you to work in any fast-paced, high-performing organization - from the top MNCs to start-ups. The skills you will learn in this program, such as branding, storytelling, paid advertising and SEO will effectively contribute to your work as a modern marketing professional. Alongside building your knowledge of marketing fundamentals, you will also be exposed to advanced concepts and applications, such as:

- Analyzing and interpreting qualitative and quantitative data to align marketing plans to the strategic goals of an organization.
- Creating an integrated and aligned strategy for maximizing both internal and external opportunities through the use of marketing theory and practices.
- Distilling information through diverse mediums to inform, negotiate and persuade internal and external stakeholders.
- Developing international marketing strategies that address the commercial, political, legal and cultural environments in a global economy.
- Ensuring marketing practices are compliant within internal and external legal environments, regulatory standards and ethical practices.
- Managing a brand in cross-functional internal and external environments to ensure the creation, capture, and delivery of value.

In addition to taking courses that prepare you for the job market, SNHU's unique digital marketing postgraduate degree prepares students for the American Marketing Association's Professional Certified Marketer® Certification exam. (1)



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# Why Choose SNHU Online?



## Embrace a rich academic legacy

Established in 1932, SNHU brings a rich legacy of educational excellence and leadership. As a pioneer in online education, SNHU has been offering industry-relevant top-tier online degrees since 1995.



## Global employability & opportunities

With a 160,000+ strong global community of learners and a vast network of 232,000+ alumni across 46+ countries, our global footprint showcases our international recognition and employability. SNHU propels you to global success, preparing you for evolving workplaces.



## Opportunity to attend graduation ceremony on-campus

Online students at SNHU have the unique opportunity to take part in the full graduation experience. You are welcome to join the celebration on campus and build lifelong memories in person, because your success deserves the spotlight.



## Robust suite of online learning tools

Online learners at SNHU gain exclusive access to specialized online toolkits, depending on the area of study. These include Microsoft Suite and a LinkedIn Learning subscription. Elevate your education.



## Career Catalyst Advantage

In partnership with Hiration, SNHU offers a whole suite of AI-powered career-enabling tools that help you sharpen skills through mock interviews, receive real-time feedback, create a compelling LinkedIn profile, master the art of cover letters and tailor resumes with Job Matcher for each opportunity – all with AI-powered excellence.



## Affordable pricing & merit scholarships

SNHU is committed to making learning economical and accessible. Our pricing, flexible payments, 0% financing and merit scholarships ensure a U.S.-accredited degree is financially reachable for everyone.



## Campus Immersion Program

Embark on SNHU's Campus Immersion program, a dynamic 2-week Experience English Summer Camp, where you'll delve into New England's rich culture, engage with local entrepreneurs, attend campus event with SNHU students, and enhance your English skills through hands-on educational excursions and career workshops, creating lasting memories beyond the classroom.

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# Alumni Benefits

Upon completing their studies, all SNHU graduates, whether from online programs or on-campus courses, gain access to a diverse array of exclusive alumni benefits. By joining our online alumni community, you unlock:

## Global Alumni Network and Social Platform

Stay connected with former SNHU classmates across the globe through our comprehensive alumni directory and social media platform, fostering valuable connections and opportunities for collaboration.

## SNHU LinkedIn Community Group Handshake

Join our exclusive LinkedIn community group designed for SNHU alumni, where you can explore job postings, advertise vacancies within your company, and tap into the diverse talent pool of SNHU graduates.

## Career Development Resources

Engage in a range of career development resources, including webinars, internship fairs, and personalized counseling sessions, tailored to support your professional growth and advancement.

## Professional Support Services

Benefit from tailored professional support services such as mock interviews and resume reviews, providing invaluable feedback and guidance to help you succeed in your career endeavors.

## Events Calendar: Networking and Engagement

Stay informed about upcoming events such as Homecoming celebrations, Global Days of Service initiatives, and virtual career events, offering opportunities for networking, learning, and community engagement.

## Access to SNHU Library Resources

Gain unrestricted access to a wealth of academic and research resources offered by SNHU's library, empowering you with the knowledge and information needed to excel in your personal and professional pursuits.



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# Career Catalyst AI Tools: Empowering Your Career Ascent

We have partnered with Hiration, a pioneer in AI-driven innovation, to offer you a whole suite of AI-powered tools that enable you to showcase your best self and take your career to unprecedented heights.

## Get a competitive edge with Career Catalyst:

- **Excel in mock interviews:** Refine your interview skills with real-time feedback.
- **Tailor your resume:** Customize your resume to each job listing with the Job Matcher feature.
- **Optimize LinkedIn:** Craft an alluring profile showcasing skills and experience that recruiters can't resist.
- **Perfect your cover letter:** Receive precise, actionable feedback to create a lasting impression.

Transform your growth trajectory with AI-powered tools. We're here to guide you every step of the way.



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# Format

## Online Degree Program

Our online postgraduate programs have **five convenient start dates** throughout the year divided into ten-week sessions. Applications are reviewed on a rolling basis.

# Eligibility

## Online Degree Program

To be eligible for admission in one of SNHU's online postgraduate programs, you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must hold an undergraduate degree:

4-year undergraduate degree holders must have their degree issued from an accredited university (NAAC, UGC or AICTE) and earned a designation of second division or higher (45% or above).

3-year undergraduate degree holders must have their degree issued from a NAAC accredited university with a letter grade of B+ or higher and earned a designation of first division (60% or above).



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# Curriculum

Students who do not possess an undergraduate degree focused on business may be required to take a Business Foundations course.

If you would like more information about any of the subjects, please click on the subject code to bring you to the academic catalog.

## **Foundation Subject** (3 Total Credits - does not count toward degree total)

**OL501** - Business Foundations

## **Major Subjects** (24 Total Credits)

**INT640** - International Market Strategy

**MKT500** - Marketing Strategies

**MKT605** - Integrated Marketing Communications

**MKT618** - Marketing Analytics

**MKT620** - Consumer Behavior and Marketing

**MKT625** - Strategic Digital Marketing

**MKT675** - Ethical and Legal Issues in Marketing

**MKT700** - Marketing Capstone

## **Major Electives** (12 Total Credits)

**MKT555 - Social Media Marketing:** Explore possibilities and limitations of contemporary social media platforms and tools. Construct and evaluate social media content, its impact, and practical use in marketing context. Analyze general strategic uses of social media for advertising, marketing, public relations, journalism and civic and political participation. Gain hands-on experience with several forms of the most current social media technology.

**MKT635 - Websites and Search Engine Marketing/ Search Engine Optimization:** Differentiate between search engine marketing (SEM) and search engine optimization (SEO). Analyze the benefits and limitations of SEM and SEO strategies and explain how marketers can use these tools for effectively reaching customers. Employ SEO tactics to develop marketing initiatives and recommend SEM strategies to optimize campaign efforts. and valuation.

**MKT645 - Online Marketing Channels:** This course will expose students to online marketing channels, such as social media platform and players, and measurement and analysis. Marketing channels such as internet display advertising, remarketing, email marketing, affiliate marketing, mobile marketing, video marketing, virtual worlds, gaming and public relations will also be examined.

**MKT665 - Digital Storytelling and Branding:** Explore marketing theories and application of digital storytelling for the purpose of engaging an organization's consumers and stakeholders. In addition, focus on digital branding through storytelling to differentiate an organization from competitors while conveying its purpose and mission. Gain hands-on experience in the strategic implementation of a brand narrative using various marketing approaches and analyses.

## **Total Credit Hours: 36 credits (or 12 Subjects)**

SNHU does not guarantee that the completion of this program will result in certification. In addition to successfully completing the educational requirements, students may need to meet other certification requirements. (1)

*Disclaimer: Subject availability is not guaranteed. Not all subjects are available for all terms and in the event there is an error, the university reserves the right to remediate. Subjects are not necessarily able to be taken in the order listed.*



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# Meet Our Faculty Members

SNHU is dedicated to student success, and that starts with bringing expert faculty to teach our specialized subjects for students studying online from India. In addition to real-world experience in their field and a passion for education, each faculty member undergoes training for online instruction from SNHU.

Our faculty members for online degrees in India are Indian, meaning they can help bridge the cultural gap and give you the unique perspective of an Indian professional working domestically and globally. SNHU hires our Indian faculty members at the same standard as our on campus faculty, so you'll get the unique opportunity to learn from local experts hired at U.S. university standards.

## Faculty Highlight



### **Dr. Meera Iyer, PhD**

**12+ years of experience**

**Teaches Physiological Psychology**

Dr. Iyer is a child and adolescent psychologist with a PhD in psychology, specializing in cyberpsychology.

She is a member of prominent international and national psychological associations (APA, INSPA, NAOP and BCPA) and has made contributions to government-based initiatives (NCPCR, Mission Shakti-Gov. of India) for counseling trauma and domestic abuse victims.



### **Dr. Nilakantan Narasinganallur, PhD**

**32+ years of experience in finance, 15+ years of teaching MBA programs**

**Teaches Applied Business Statistics**

Dr. Narasinganallur has earned his Ph.D. in Management from Mumbai University, where his research focused on financial derivatives and the comparison of option valuation for indexes and equities in the Indian stock market to valuations in the US stock market.

He is a published author of a book on modern risk analysis and various peer-reviewed research papers in international journals.

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## **Dr. Sivaraman Eswaran, PhD**

**Completed his PhD at Bharathiar University, Coimbatore in 2019  
Teaches Security Risk Analysis and Planning**

Dr. Sivaraman is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate.

He received an internal research grant funded by PES University for a research project, in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.



## **Dr. Veena Tripathi, PhD**

Dr. Tripathi's experience spans various industries (automobile, banking, entertainment, NGOs and educational institutions) and regions including Europe, North America, India and Central Asia. Professor Veena is a certified coach from HarvardX and University of Michigan and her major focus is to bring purpose, positive energy and creative confidence to every teaching experience. Currently, she is the Director of Global Strategic Partnership of an NGO, a marketing professor at Jaipuria Institute of Management, Delhi in addition to being faculty member at SNHU. She brings to the table a varied set of skills and experience ranging from mental health to personal branding to marketing communications. She is also a columnist for the Indian Sleep Product Federation magazines, Loud Applause, Data quest and more.

# Accreditations



# Degree Certificate

*Southern New Hampshire University*

Be it known that the Board of Trustees, by the authority vested in it under the laws of the State of New Hampshire and upon recommendation of the faculty does hereby confer upon

Your Name Here

the degree of

Master of Science  
in Name of Program Here

in recognition of fulfillment of the requirements for that degree with all the Rights, Honors and Privileges pertaining thereto.

Given at Manchester, New Hampshire this sample day of May, for reference purposes only.

**Actual diploma will have the official SNHU seal and signatures from the president and chairman of the board of trustees**

\* SNHU degree programs are validated by the U.S. Regional Accrediting body (NECHE) and recognized in the U.S. by the U.S. Department of Education. These degree programs do not have official recognition by Ministries of Education outside the United States.

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