

Master of Science in Digital Communication



The Right Skills for an Expanding Field

An advanced degree in Digital Communication can provide a significant competitive edge to those seeking career opportunities in business, digital media, marketing, public relations, advertising, health care, and government and community affairs as well as traditional and nontraditional media. WilmU's 33-credit M.S. in Digital Communication is a multidisciplinary, STEM-designated program with 100% online options.

Customize Your Degree Program To Match Your Career Goals

This program's 18-credit communication core focuses on communication skills, including communication writing, crisis management and analytics. Six exciting specializations provide targeted training to align with your professional interests. Each specialization features a capstone project, or in place of the capstone, the student may choose to complete a co-op/field experience, even at their place of work, to gain practical experience in context. Choose from:

- Digital & Social Media Strategy
- General Communications
- Health Care Communications
- Marketing
- Public Relations
- Web Design



Enjoy the Benefits of a Technical Master's Degree

This program features a technical, project-based and technology-driven approach throughout the curriculum. Students will conduct research, analyze and evaluate communication data, and generate digital content. Practitioner instructors who work in the field bring real-world experience to the courses, enhancing students' learning and broadening their network of professional contacts.



Part of a Series of Stackable Credentials

Through WilmU's unique Dual-Credit ADVANTAGE™ feature, students in the B.S. in Communication degree program can incorporate two graduate-level courses from the M.S. in Digital Communication program into their undergraduate degree, accelerating into their master's program and savings tuition dollars.

Get started today at wilmu.edu/Apply.



11 courses | 33 total credits

Finish your Digital Communication degree faster by transferring credits.

\$1,227
per course

Cost of a typical 3-credit course



Classes start every 8 weeks.



WILMINGTON
UNIVERSITY™

TECHNOLOGY

Master of Science in Digital Communication

Digital Communication Core Requirements (18 credits)

- COM 6100 Emerging Tech and Comm
- COM 6250 Digital Content and Visual Data
OR
- MCM 6104 Strategic Communication
- COM 6600 Crisis Communication and Risk
- MCM 6101 Communication Writing
- MCM 6102 Legal and Ethical Issues
- MCM 6103 Communication Analytics

Digital and Social Media Strategy Concentration (15 credits)

- COM 6150 Social Media and Society
- COM 6200 Digital Strategy and Campaigns
- COM 7000 SEO and Digital Consumers
- MCM 7750 Strategy and Decision-Making

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone

General Communication Concentration (15 credits)*

- COM 6150 Social Media and Society
- COM 6200 Digital Strategy and Campaigns
- COM 6300 Public Relations Analytics
- COM 6350 Branding and Entrepreneurship
- COM 6680 Medical Writing
- COM 7000 SEO and Digital Consumers
- MBA 7600 Global Marketing Management
- MBA 7603 Market Research and Consumer Behavior
- MBA 7606 Business-to-Business and Business-to-Government Marketing
- MBA 7608 Integrated Marketing Communications
- MBA 7615 Marketing Analytics
- MCM 6100 Multimedia Communication
- MGT 6400 Global Leadership
- MGT 7750 Strategy and Decision-Making

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone

Health Care Communication Concentration (15 credits)

- COM 6150 Social Media and Society
OR
- COM 6200 Digital Strategy and Campaigns
- COM 6680 Medical Writing
- HCA 7745 Marketing in the Health Care Sector
- MOL 6900 Communication & Teams

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone

Marketing Concentration (15 credits)

- MBA 7600 Global Marketing Management
- MBA 7603 Market Research and Consumer Behavior
- MBA 7606 Business-to-Business and Business-to-Government Marketing
- MBA 7615 Marketing Analytics

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone

Public Relations Concentration (15 credits)

- COM 6300 Public Relations Analytics
- COM 6350 Branding and Entrepreneurship
OR
- MOL 6900 Communication & Teams
- MCM 6100 Multimedia Communication
- MGT 7750 Strategy and Decision-Making

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone

Web Design Concentration (15 credits)*

- DSN 6000 Web Design and Architecture
- DSN 6040 Web Design with JavaScript
- DSN 6050 Markup Languages Advanced Authoring
- DSN 6060 Database/Web Design Integration
- DSN 6073 Server-Side Web Development
- DSN 6080 Internet Development/Design for Competitive Advantage
- DSN 6090 Topics in Web Design and Programming

CAPSTONE

- COM 8000 Field Experience/Co-op
OR
- COM 8100 Communication Capstone



Dual-Credit
ADVANTAGE™

SAVE TIME & TUITION

You can apply select courses (and their credits) in this degree program to a variety of Wilmu certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at wilmu.edu/DualCredit.

Related Programs:

- B.S. in Communication
- Graphic Design Certificate
- Social Media Management Certificate
- Technical Communication Certificate

Have questions? We're here to help!

Academic Recruiters

(302) 213-3916

recruiting@wilmu.edu

Get Started Today!
wilmu.edu/Apply

*Students completing this concentration must complete four courses (12 credits) of the courses listed and either COM 8000 or COM 8100 (three credits).



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TECHNOLOGY

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