



Avila University

Digital Marketing

Study details

Course type: Master's degree

Degree: MS in Digital Marketing

Study mode: Full time

Duration: 24 Month

Cost of study

Cost : 11 700 USD

Reg. fee : 200 USD

Scholarship :

Insurance : N/A USD

Intake/s

Aug/Jan/May

Requirements

English Proficiency for Undergraduate Students

Students must meet English proficiency requirements through any of the following minimum standards. Please note that any English test score submitted must be dated within two years and be submitted by the examining body:

- TOEFL exam – an overall score of at least 75 iBT
- IELTS exam – an overall score of at least 6.0 with no individual band score below 5.5
- Duolingo score of 110 or higher
- Pearson PTE score of 50 or higher
- Other approved English Language test or program with score consistent with above as determined by Avila admissions.

Applicants with a bachelor's degree from an institution where the language of instruction is English, as indicated on a transcript.

Full-Time Requirement

You are required to be enrolled as a full-time student each semester due to the rules of your F-1 student visa. Avila's policies regarding full-time enrollment are:

- Graduate students must also be full-time each semester or session.

For all F-1 Students at Avila:

- Always keeps your I-20 updated.
- Request an extension of your I-20 at least 30 days before it expires.
- Get a signature on your I-20 from Avila's ISS in the Registrar's office before you travel outside the U.S.
- Keep your passport valid at all times while in the U.S.
- Obtain your I-94 number
- Be a full-time student at all times unless you have met very limited conditions, as will be explained by a DSO in Avila's Registrar's office.
- Report any address change to the Registrar's office within ten days.
- Do not work more than 20 hours per week at Avila while classes are in session.
- Meet with a DSO before beginning OPT (Optional Practical Training).

Maintaining your F-1 Student Visa Status

- Be a full-time student each semester or session.
- Do not work off-campus without DSO and USCIS approval.
- Part-time enrollment is granted only under limited situations and must be approved by a DSO.
- Get good grades and go to class. Dismissed students will have their I-20s terminated and need to return home immediately.
- Notify the ISS office if you plan on going home and will not be taking courses during the next semester.
- Make sure your I-20 is updated, signed when you travel, and does not expire.
- Notify the ISS office if you plan on dropping all of your courses for any reason.

Accommodation

Avila's residence halls are on campus and open all year, including holidays. Living on campus gives you easy access to your classrooms, the library, and computer labs. You will also be able to participate in many campus activities such as plays, concerts, movies, sports events, and special performances, all of which are available to you for FREE!

The many benefits of living in the residence halls include:

- Three nutritious meals a day, seven days a week (dietary accommodations are available at every meal including vegetarian, pork-free and gluten-free options).
- Cable TV service in each room
- Free internet in each room (for your computer and/or smartphone)
- Laundry facilities on each floor
- Lounges with televisions and furniture on each floor
- Equipped kitchens on each floor
- Resident Assistant staff live on each floor to help you
- Dormitories are within easy walking distance of the classroom and other campus buildings
- A safe and secure entry system
- Flexible spaces for prayer, meditation and spiritual practices

2025-2026

	Room Cost (per year)	Residence Hall
Triple Person Room	\$7,000	Buchanan Hall
Double Person Room	\$8,000	Buchanan Hall
Single Person Room	\$12,000	Buchanan Hall
Adult only One Bedroom Apartment , *Varies based on occupancy	\$7,000-\$17,000	Villa Ventura
Adult only Two Bedroom Apartment , *Varies based on occupancy	\$6,000-\$16,000	Villa Ventura

Suite Style Room	\$7,800	Wylie Hall
Suite Style Room	\$10,158	Thompson Hall

Everyone who lives in the residence halls also has a meal plan for Avila's cafeteria.

2025-2026 Meal Cost (per year)

19 Meals per Week Meal Plan \$4,920

14 Meals per Week Meal Plan \$4,600

7 meals per Week Meal Plan \$3,000

Thompson Hall and Villa Ventura suites have small kitchens where the students can prepare meals, so they do not dine in the cafeteria as often.

Speciality

You are required to notify Avila's International Student Services office of any changes in your program or status. You are also required to understand the rules and responsibilities of your F-1 student status. As part of your responsibility, you must continue to provide information to Avila's International Student Services in the Registrar's office while you are a student and while you are on OPT. Failure to follow these policies could cause problems with re-entering the U.S. and your student status.

Postgraduate deposit = \$5,000.

Additional information

The M.S. in Digital Marketing is designed to prepare students with cutting-edge knowledge and real-world skills in digital branding, social media strategy, content creation, e-commerce, search engine marketing, and analytics. The program blends creativity with technology and strategy to prepare students for high-impact roles in today's competitive digital economy.

Students will gain hands-on experience with leading marketing platforms, tools, and analytics technologies while exploring digital ethics, global strategy, innovation, and customer behavior. Courses are designed to balance foundational knowledge with practical application in digital channels.

Graduates of the M.S. in Digital Marketing program will be equipped to lead digital transformation in businesses, enhance online presence, and build data-driven marketing campaigns that deliver measurable results.

- Plan and execute digital marketing campaigns across channels such as search engines, social media, email, mobile, and e-commerce.
- Analyze customer data and digital performance metrics using tools like Google Analytics, Meta Business Suite, and CRM platforms.
- Apply branding, storytelling, and content strategy to build customer loyalty and enhance brand visibility.
- Demonstrate ethical and legal considerations in digital advertising, data privacy, and online consumer rights.

- Lead digital marketing teams, manage budgets, and drive ROI through innovation, agile marketing, and strategic thinking.

Potential Career Opportunities

- Digital Marketing Manager
- SEO/SEM Specialist
- Social Media Manager
- Content Marketing Strategist
- E-Commerce Marketing Manager
- Digital Analytics Consultant
- Performance Marketing Analyst
- Email Marketing Specialist
- Marketing Automation Manager
- PPC Campaign Manager
- Brand Strategist
- Digital Marketing Director
- Influencer Marketing Coordinator
- CRM Marketing Manager
- Growth Marketing Analyst
- Online Advertising Manager
- Conversion Rate Optimization (CRO) Specialist
- Digital Communications Consultant
- Web Marketing Analyst
- Mobile Marketing Strategist