

Lessons Learned: Launching a New Digital Marketing Program

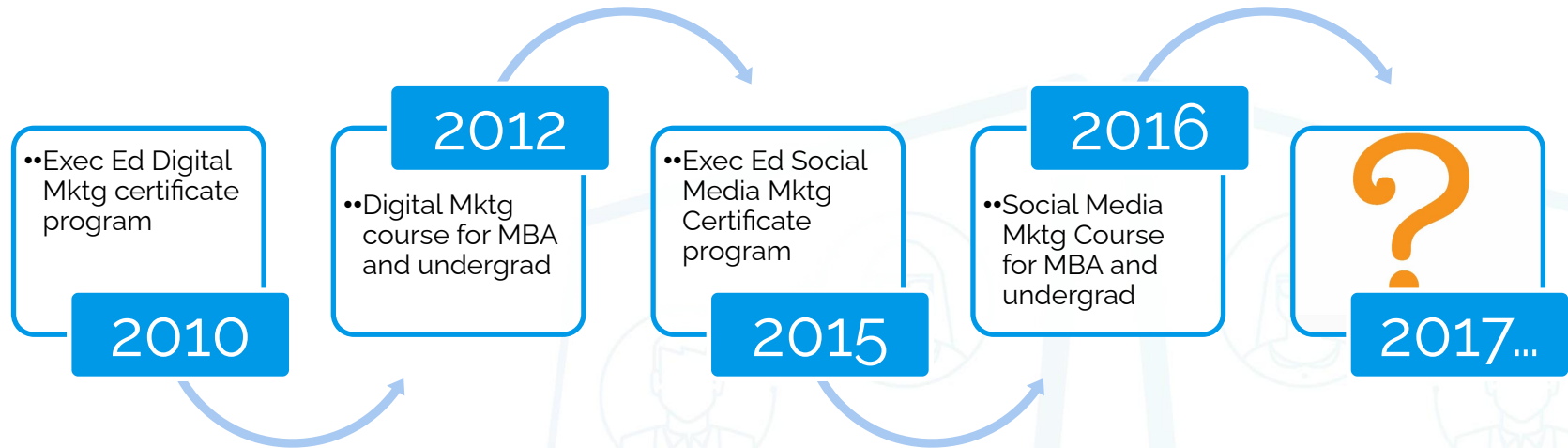
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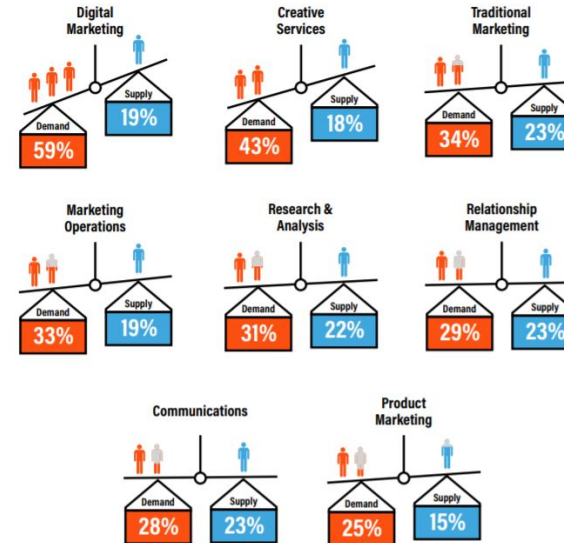


RBS Digital Marketing Curriculum



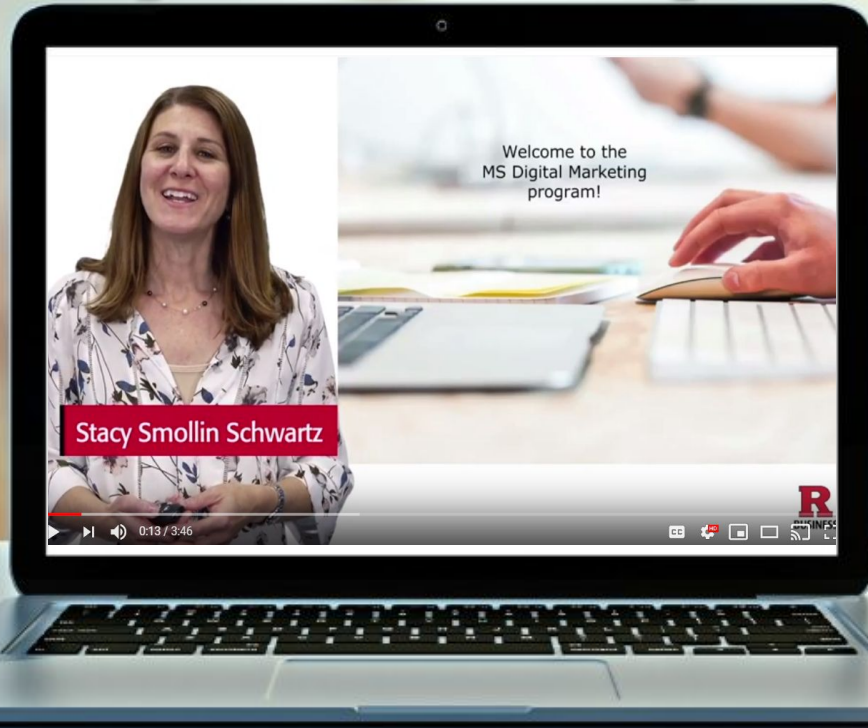
Digital Marketing
represents the
most
in-demand skill...
and the biggest
talent gap!

2018 Hiring Landscape by Marketing Function
Demand for Marketing Talent and Available Supply of Active Job Seekers
Figure 14



Source: McKinley Marketing Partners, Inc., 2018,
<https://mckinleymarketingpartners.com>.

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Lessons Learned: Launching a new Digital Marketing Program

1. Who?
2. What?
3. When?
4. Where?
5. Why?
6. How?

Who



Define & Understand your Audiences

- Potential Students
- Industry
- Your Administration
- Yourself (Are you up for this?)

What



Develop the Right Product

- Flexibility and relevance
- Center of Excellence
- MBA concentration
- Specialty Master's degree
- Curriculum
- Industry training and credentials

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When



Be Realistic about Timing

- 2.5 years of approvals
- Competition
- Marketing considerations

Where



Physical vs. Online vs. Hybrid Delivery

- Nature of the content
- Students' needs
- Organization culture
- Existing infrastructure

Why



Leverage your Strengths

- Students' needs
- Organization culture
- Existing infrastructure
- Location
- Reputation
- Willingness to invest

How



Define your Key Success Factors

- Instructor quality and composition (AACSB)
- Student enrollment goals
- Career success
- Funding

Lessons Learned: Launching a new Digital Marketing program

1. Define and understand all of your audiences
2. Develop the right product
3. Be realistic about timing
4. Consider new learning formats
5. Leverage your strengths
6. Define your Key Success Factors

Thank you!

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