

BUSINESS ADMINISTRATION, DIGITAL MARKETING CONCENTRATION (M.B.A.)

Program Requirements

Code	Title	Credits
MBA Core Courses ¹		
ACCT 560	Accounting for Business Managers	3
ECON 562	Macroeconomics Analysis and Public Policy	1.5
ECON 563	Managerial Economics	1.5
FINC 560	Corporate Financial Decision Making	1.5
FINC 561	Investments for Managers	1.5
INBS 561	Emerging Trends in Global Markets	1.5
INFO 561	Applied Business Statistics	1.5
INFO 562	Management Science in Business	1.5
INFO 563	Strategic Information Systems	3
INFO 564	Operations and Supply Chain Management	1.5
MGMT 561	Achieving Competitive Advantage	1.5
MGMT 562	Organizational Behavior	1.5
MGMT 565	Project Management	1.5
MGMT 566	Negotiation in the Workplace	1.5
MGMT 567	Managing the Multi-Business Firm	1.5
MKTG 561	Applied Marketing Management	1.5
MKTG 562	Market Analysis and Customer Insight	1.5
MKTG 563	Sustainability and Corporate Responsibility	1.5
Digital Marketing Concentration		
MKTG 573	Social and Mobile Media: Fundamentals and Analytics	1.5
MKTG 580	Digital Customer Experience Management	1.5
MKTG 582	Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media	1.5
MKTG 583	Omni-Channel Retailing	1.5
MKTG 585	Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)	1.5
INFO 573	Practicum in E-Commerce	1.5
Total Credits		39

¹ Please note that MBA students who have not earned a B- grade or higher in prior academic coursework in Accounting, Statistics and/ or Finance may need to successfully complete online foundation modules in one or more of these key subject areas before they will be allowed to register for MBA courses. Students will be contacted by the MBA office with specific information upon admission.