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

For details about this program, including program description, admission requirements, and contact information, click here (https://www.montclair.edu/graduate/programs-of-study/business-administration-mba/).

Program Requirements

Please note that M.B.A. 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 M.B.A. courses. Students will be contacted by the M.B.A. office with specific information upon admission.

Students in the combined B.A./M.B.A. or B.S./M.B.A. program may only complete the General M.B.A. requirements.

### Code | Title | Credits
--- | --- | ---
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: Principles and Practice | 1.5
INBS 561 | Emerging Trends in Global Markets | 1.5
INFO 561 | Foundations of Data Analytics | 1.5
INFO 562 | Operations Analytics | 1.5
INFO 563 | Information Systems Strategy and Innovation | 3
INFO 564 | Operations and Supply Chain Management | 1.5
MGMT 561 | Achieving Competitive Advantage | 1.5
MGMT 562 | Organizational Behavior and Team Leadership | 1.5
MGMT 567 | Business Growth Strategy | 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

### Fixed Core Courses

Complete two courses from the following: 3

- ENTR 561 Business Innovation and Entrepreneurial Thinking
- MGMT 565 Project Management
- MGMT 566 Negotiation in the Workplace
- MGMT 569 Business Communications

### General Program or Concentration

Students in the combined B.A./M.B.A. or B.S./M.B.A. program may only complete the General M.B.A. requirements.

Students in the General MBA Program will complete 6 credits of electives. Students pursuing a concentration will complete 9 credits of concentration coursework. See listings below.

### Digital Marketing Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 573</td>
<td>Social and Mobile Media: Fundamentals and Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 580</td>
<td>Digital Customer Experience Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 582</td>
<td>Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 583</td>
<td>Omni-Channel Retailing</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 585</td>
<td>Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 573</td>
<td>Practicum in E-Commerce</td>
<td>1.5</td>
</tr>
</tbody>
</table>

### Total Credits

36-39