

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
Fixed Core Courses		
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
Flexible 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.		6-9
Total Credits		36-39

Digital Marketing Concentration Requirements

Code	Title	Credits
Complete the following 6 courses:		
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