

APPLIED BUSINESS | MASTER OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

- Comprehensive Examination or equivalent assessment is required. (Master of Liberal Studies requires a Comprehensive Examination **and** Concentration Exam)
- Degree completion within 8 years.

¹ Refer to degree program for any additional requirements.

Program Summary

Code	Title	Hours
MBA Core		24
Concentration Core		9
Total Hours		33

All MBA program options require the following core courses, in addition to specified concentration courses:

Code	Title	Hours
MBA Core Requirements		
MBA 811	Advanced Managerial Accounting	3
MBA 812	Marketing Management	3
MBA 813	Information Systems for Management	3
MBA 814	Business Research and Quantitative Methods	3
MBA 815	Managerial Economics: Theory and Application	3
MBA 816	Advanced Corporate Finance	3
MBA 817	Strategic Management	3
MBA 831	Organizational Behavior in a Global Context	3
Total Hours		24

Concentration Core

Code	Title	Hours
Digital Marketing		
Select three courses from the following:		9
MKT 602G	Integrated Marketing Communications	
MKT 609G	Digital Marketing	
MKT 610G	Social Media Marketing	
MKT 611G	Social Media Marketing Content and Analytics	
Total Hours		9

Graduate School Graduation Requirements

All Graduate degrees ¹ require:

- Maintain a C or higher in all coursework.
- Maintain a cumulative GPA of 3.0 or higher. (Refer to program)
- A minimum of 30-75 hours of Graduate course work. (Refer to program)