

# PROGRAM BREAKDOWN

## MBA IN DIGITAL MARKETING

**MASTER OF SCIENCE IN BUSINESS ADMINISTRATION (MBA) CONCENTRATION IN DIGITAL MARKETING**  
 (45 GRADUATE LEVEL SEMESTER CREDIT HOURS – ESTIMATED COMPLETION TIME: 24 MONTHS)

COURSE NUMBER	COURSE NAME	CREDIT HOURS
MBA 510	Leadership and Organizational Behavior	3.0 credit hours
MBA 521	International Strategic Management	3.0 credit hours
MBA 533	Human Capital Management	3.0 credit hours
MBA 550	Economic Analysis & Business Decisions	3.0 credit hours
MBA 561	Business Law	3.0 credit hours
MBA 621	Business Analytics (Data Mining)	3.0 credit hours
MBA 675	IT and Business Transformation (ITBT)	3.0 credit hours
MBA 681	Markets and Consumers-based Management	3.0 credit hours
MBA 695	Finances for Executives	3.0 credit hours
MBA 699	Accounting for Management Planning & Control	3.0 credit hours
MBA 705	Entrepreneurship Business Project	3.0 credit hours
MBA 710	Capstone Field Project	3.0 credit hours

### CONCENTRATIONS: MBA IN DIGITAL MARKETING

BIA 600	Social Media Marketing: Google Facebook, Instagram and YouTube	3.0 credit hours
BIA 620	The Value of Content: Monetizing your Content	3.0 credit hours
BIA 640	Measuring your Performance: ROI for Social Media	3.0 credit hours

