



GRADUATE PROGRAM
IN BUSINESS AND
LEADERSHIP

Master of Business Administration
Field of Study: Business Administration (MBUS)
Concentration: Digital Marketing (DMRK)

Core Program Requirements	Credits	
BUSA 501 Business Strategy & Execution	3	Early Fall
BUSA 505 Decision-Making with Data	3	Late Fall
BUSA 510 Innovation & Entrepreneurship	3	Early Spring
MRKT 515 Marketing Strategy	3	Late Spring
MRKT 530 Digital Marketing Strategy	3	Early Summer
MRKT 540 Social Media Strategy	3	Late Summer
LEAD 550 Organizational Effectiveness	3	Early Fall
ACCT 501 Managerial Accounting & Finance	3	Late Fall
ECON 501 Global Business & Economic Development	3	Early Spring
LEAD 515 Best Practices in Leadership	3	Late Spring
MRKT 550 Marketing Analytics	3	Early Summer
BUSA 590 Management Capstone	3	To be completed in final semester of program: Summer or Fall
Total credits required	36	