

MANAGEMENT (DIGITAL MARKETING), MS

Code	Title	Hours
ACC-6601	Accounting for Managers	3
BAN-6001	Business Analysis for Managers	3
FIN-6001	Corporate Finance	3
IT-6001	Information Systems for Managers	3
MGT-6001	Organization and Strategy	3
MGT-6998	Capstone Project	3
MKT-6001	Marketing for Managers	3
MKT-6002	Digital Marketing	3
MKT-6003	Digital Brand Management	3
One 6000 level Special Topics in Digital Marketing course		3
MKT-6317	Consumer Behavior	3
Total Hours		33