

# 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

Code	Title	Credits
<b>Fixed Core Courses</b>		
ACCT 561	Financial Accounting	1.5
ACCT 562	Managerial Accounting	1.5
BCOM 560	Storytelling with Data	1.5
ECON 565	The Global Economy	1.5
FINC 560	Accelerated Corporate Finance	1.5
FINC 561	Investments: Principles and Practice	1.5
INFO 561	Business Statistics	1.5
INFO 562	Operations Management Analysis	1.5
INFO 564	Supply Chain Management	1.5
INFO 565	Strategic Information Systems	1.5
INFO 566	Business Analytics and AI	1.5
MGMT 562	Foundations of Teamwork and Leadership	1.5
MGMT 567	Business Growth Strategy	1.5
MKTG 561	Strategic Marketing Management	1.5
MKTG 562	Data Driven Marketing	1.5
MKTG 563	Global Business Impact	1.5
<b>Flexible Core Courses</b>		
Complete two courses from the following:		3
BUGN 570	Business Consulting Experience	
ENTR 561	Business Innovation and Entrepreneurial Thinking	
MGMT 560	Business Essentials	
MGMT 565	Project Management	
MGMT 566	Negotiation in the Workplace	
MGMT 569	Business Communications	

### General Program or Concentration

Students in the General MBA Program will complete 6 credits of 6-9  
electives. Students pursuing a concentration will complete 9 credits  
of concentration coursework. See listings below.

**Total Credits** 33-36

## 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

## Recommended Roadmap to Degree Completion

This plan is provided as an outline for students to complete their degree requirements within two years. This plan is a recommendation only and students should meet with their Graduate Advisor to develop a more individualized plan to complete their degree.

### First Year

Fall	Credits	Spring	Credits	Summer	Credits
MBA Core course	1.5	MBA Core course	1.5	MBA Core course	1.5
MBA Core course	1.5	MBA Core course	1.5	MBA Core course	1.5
MBA Core course	1.5	MBA Core course	1.5	MBA Core course	1.5
Flexible Core course	1.5	MBA Core course	1.5	MBA Core course	1.5
		<b>6</b>			<b>6</b>

### Second Year

Fall	Credits	Spring	Credits	Summer	Credits
MBA Core course	1.5	MBA Core course	1.5	Concentration Course	1.5
MBA Core course	1.5	MBA Core course	1.5	Concentration Course	1.5
MBA Core course	1.5	Concentration course	1.5	Concentration Course	1.5
Flexible Core course	1.5	Concentration course	1.5	Concentration Course	1.5
		<b>6</b>			<b>6</b>

**Total Credits 36**