



Degree Plan

Master of Business Administration (MBA) w/ an emphasis in Digital Marketing Management 42-45 hours

Student: _____
 Student ID: _____
 Email: _____
 Beginning Term: _____
 Goal to Graduate by: _____
 Academic Advisor: _____

Foundation courses (12 hours)

Course	Hrs	Term	Yr	Waiver
BUSN 5000 Business	3cr	—		-----
MBA 5010 Value Creation	3cr	—		
MBA 5020 Quantitative Methods	3cr	—		
MBA 5030 Market Analysis and Business Planning	3cr	—		BUSN 5000 & MBA 5010

Core courses (15 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MBA 5100 Adding Value through Human Capital	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5200 The Financial Value of Capital Projects	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5300 Providing Value to Customers	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5400 The Supply Chain and Business Processes	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5500 Information Support for Decision Making	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030

Capstones (6 hours)

MBA 5910 Cases in Value Creation *can take concurrently with MBA 5500 if needed	3cr	--		BUSN 5000, MBA 5010, 5020, 5030, 5100, 5200, 5300, & 5400
MBA 5920 Walker Consulting Project: Adding Value to Organizations	3cr	--		All Foundation and Core Courses



Degree Plan

Digital Marketing Management Emphasis Courses (12 hours)

MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000
MRKT 5895 Marketing Analytics	3cr	--		MRKT 5000 & BUSN 5760
MRKT 5750 Management of Social Media	3cr	--		MRKT 5000 & MRKT 5740
MRKT 5790 Digital Marketing Strategy	3cr	--		MRKT 5740, 5750 & 5895

Course descriptions may be found via this link: [Course Descriptions](#). Course schedules may be found via this link: [Course Schedules](#).

Pathways

Actual schedules may vary based on start date and course availability

Full-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MBA 5020	MBA 5100	MBA 5300	MBA 5500
MBA 5010	MBA 5030	MBA 5200	MBA 5400	MBA 5910

YEAR 2

Term 1	Term 2	Term 3	Term 4
MBA 5920	MRKT 5740	MRKT 5750	MRKT 5790
MRKT 5000	BUSN 5760	MRKT 5895	

Full-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5010	MBA 5030	MBA 5100	MBA 5300	MBA 5500
MBA 5020	MRKT 5000	MBA 5200	MBA 5400	MRKT 5740

YEAR 2

Term 1	Term 2	Term 3
MBA 5910	MRKT 5895	MRKT 5790
BUSN 5760	MRKT 5750	

Part-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MBA 5010	MBA 5020	MBA 5030	MBA 5100

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5200	MBA 5300	MBA 5400	MBA 5500	MBA 5910



Degree Plan

YEAR 3

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5920	MRKT 5000	BUSN 5760	MRKT 5740	MRKT 5895

YEAR 4

Term 1	Term 2
MRKT 5750	MRKT 5790

Part-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5010	MBA 5020	MBA 5030	MBA 5100	MBA 5200

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5300	MBA 5400	MBA 5500	MBA 5910	MBA 5920

YEAR 3

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5000	BUSN 5760	MRKT 5740	MRKT 5895	MRKT 5750

YEAR 4

Term 1
MRKT 5790