



# Degree Plan

## Master of Arts (MA) Management and Leadership w/ an emphasis in Digital Marketing Management 39-42 hours

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

### Program prerequisite course (3 hours)

Course	Hrs	Term	Yr	Waiver
BUSN 5000 Business*	3cr	___		-----

### Core courses (24 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MNGT 5000 Management Dynamics (Requisite Course)*	3cr	--		
MNGT 5590 Organizational Behavior	3cr	--		
HRMG 5000 Managing Human Resources	3cr	--		
BUSN 5200 Basic Finance for Managers	3cr	--		
MNGT 5650 Management and Strategy	3cr	--		BUSN 5200
MNGT 5670 Managerial Leadership	3cr	--		
HRDV 5630 Organizational Development and Change	3cr	--		
MNGT 6000 Integrated Studies in Management	3cr	--		All core MNGT courses

\*Program prerequisite and requisite courses must be completed before any other core courses.

### Emphasis Courses (15 hours)

MRKT 5000 Marketing	3cr	--		
MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000
MRKT 5895 Marketing Analysis**	3cr	--		MRKT 5000 & BUSN 5760 or MRKT 5890
MRKT 5750 Management of Social Media	3cr	--		MRKT 5000 & MRKT 5740
MRKT 5790 Digital Marketing Strategy	3cr	--		MRKT 5740, 5750, 5895

\*\*To complete this course, student will first need to complete BUSN 5760, Applied Business Statistics OR MRKT 5890, Marketing Statistics, neither of which are required for this degree.



# Degree Plan

## 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	MNGT 5590	BUSN 5200	MNGT 5650	MNGT 5670
MNGT 5000	HRMG 5000	MRKT 5000	MRKT 5740	BUSN 5760

#### YEAR 2

Term 1	Term 2	Term 3
HRDV 5630	MNGT 6000	MRKT 5790
MRKT 5895	MRKT 5750	

### Full-Time Suggested Pathway w/o BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5000	HRMG 5000	MNGT 5650	BUSN 5760	MNGT 5670
MNGT 5590	BUSN 5200	MRKT 5000	MRKT 5740	MRKT 5895

#### YEAR 2

Term 1	Term 2
HRDV 5630	MNGT 6000
MRKT 5750	MRKT 5790

### Part-Time Suggested Pathway w/BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MNGT 5000	MNGT 5590	HRMG 5000	BUSN 5200

#### YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5650	MNGT 5670	HRDV 5630	MNGT 6000	MRKT 5000

#### YEAR 3

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5740	BUSN 5760	MRKT 5895	MRKT 5750	MRKT 5790

### Part-Time Suggested Pathway w/o BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5000	MNGT 5590	HRMG 5000	BUSN 5200	MNGT 5650

#### YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5670	HRDV 5630	MNGT 6000	MRKT 5000	MRKT 5740



## *Degree Plan*

### **YEAR 3**

<b>Term 1</b>	<b>Term 2</b>	<b>Term 3</b>	<b>Term 4</b>
BUSN 5760	MRKT 5895	MRKT 5750	MRKT 5790