



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 Strategy	3cr	---		BUSN 5000 & MBA 5010

Core courses (5 hours)

Course	Hrs	Term	Yr.	Prerequisite
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



Digital Marketing Management

