Master of Business Administration
Specialization in Digital Marketing
Catalog: 2020-21

Name: **Updated:**
Student ID: **Audited:**
Acceptance Date: **Advisor & Campus:**

CORE REQUIREMENTS - 39 hrs	Inst.	Hours	Grade
#BUAD 5300 Fndtns of Mgmt Thry/Prac			
#BUAD 5301 Fndtns of Accounting Thry/Prac			
#BUAD 5302 Fndtns of Econ/Fina Thry/Prac			
ACCT 5301 Managerial Accounting			
BUAD 5304 Ethics			
BUAD 5315 Legal Environment			
ECON 5310 Managerial Economics			
FINA 5303 Managerial Finance			
MGMT 5305 Organizational Theory			
MGMT 5320 Research Methods			
MISM 5306 Management of Information Systems			
MKTG 5302 Marketing Analysis			
BUAD 5355 Strategic Management for the MBA			
^Capstone course, prerequisite-completion of all MBA core courses.			

	Req.	Have	Need
Total Hours in Core Requirements	39	0	39

SPECIALIZATION - 9 hrs Digital Marketing	Inst.	Hours	Grade
MKTG 5320 Social Media Marketing			
MKTG 5321 Mobile Marketing			
MKTG 5322 Digital Marketing			
MKTG 5323 Marketing Analytics			
MISM 5330 Webmastering			

	Req.	Have	Need
Total Hours in Specialization	9	0	9

Notes:

#A student having related undergraduate courses could have BUAD 5300, 5301, and/or 5302 *waived*.

****No grade of less than C will be accepted as credit.**

*****No more than 6 semester hours with the grade of C will be accepted as credit.**

^No course which satisfies degree requirements may be more than seven years old at the time of graduation.

GRADUATION REQUIREMENTS:	Req.	Have	Need
Core Requirements	39	0	39
Specialization	9	0	9
Additional Specialization (Optional)	0	0	0
Total Hours Required (Minimum 39)	**48**	**0**	**48**
Wayland Residency Hours Required	24	0	24
5000-Level Courses	24	0	24
Minimum GPA Required	3.00		

PRELIMINARY

Not Official Without Approved Signature

INSTITUTIONAL HOUR BREAKDOWN:	Hours	*+AH*
WBU - WAYLAND BAPTIST UNIVERSITY	0	*0*
	0	***0***

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