



**Master of Business Administration
Specialization in Digital Marketing**

Catalog: 2023-24

Name:
Student ID:
Acceptance Date:

Updated:
Audited:
Advisor & Campus:

CORE REQUIREMENTS - 39 hrs				SPECIALIZATION - 9 hrs			
	Inst.	Hours	Grade	Digital Marketing	Inst.	Hours	Grade
#BUAD 5300 Fndtns of Mgmt Thry/Prac				MKTG 5320 Social Media Marketing			
#BUAD 5301 Fndtns of Accounting Thry/Prac				MKTG 5321 Mobile Marketing			
#BUAD 5302 Fndtns of Econ/Fina Thry/Prac				MKTG 5322 Digital Marketing			
ACCT 5301 Managerial Accounting				MKTG 5323 Marketing Analytics			
BUAD 5304 Ethics				MISM 5330 Webmastering			
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							
<i>^Capstone course, prerequisite-completion of all MBA core courses.</i>							
	Req.	Have	Need		Req.	Have	Need
Total Hours in Core Requirements	39	0	39	Total Hours in Specialization	9	0	9
Notes:				GRADUATION REQUIREMENTS:	Req.	Have	Need
#A student having related undergraduate courses could have BUAD 5300, 5301, and/or 5302 waived.				Core Requirements	39	0	39
*No grade of less than C will be accepted as credit.				Specialization	9	0	9
**No more than 6 semester hours with the grade of C will be accepted as credit.				Additional Specialization (Optional)	0	0	0
^No course which satisfies degree requirements may be more than seven years old at the time of graduation.				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				INSTITUTIONAL HOUR BREAKDOWN:	Hours	+AH	
				WBU - WAYLAND BAPTIST UNIVERSITY	0	0	
Not Official Without Approved Signature					0	0	