

**Master of Business Administration**  
**Specialization in Digital Marketing**  
 Catalog: 2024-25

Name:  
 Student ID:  
 Acceptance Date:

Updated:  
 Audited:  
 Advisor & Campus:

CORE REQUIREMENTS - 39 hrs		Inst.	Hours	Grade	SPECIALIZATION - 9 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 <i>^Capstone course, prerequisite-completion of all MBA core courses.</i>					MKTG 5320 Social Media Marketing MKTG 5321 Mobile Marketing MKTG 5322 Digital Marketing MKTG 5323 Marketing Analytics MISM 5330 Webmastering				
	<b>Req.</b>		<b>Have</b>	<b>Need</b>		<b>Req.</b>		<b>Have</b>	<b>Need</b>
Total Hours in Core Requirements	39		0	39	Total Hours in Specialization	9		0	9
<b>Notes:</b>					<b>GRADUATION REQUIREMENTS:</b>	<b>Req.</b>		<b>Have</b>	<b>Need</b>
#A student having related undergraduate courses could have <b>BUAD 5300, 5301, and/or 5302 waived.</b>					Core Requirements	39		0	39
<b>*No grade of less than C will be accepted as credit.</b>					Specialization	9		0	9
<b>**No more than 6 semester hours with the grade of C will be            accepted as credit.</b>					Additional Specialization (Optional)	0		0	0
<b>^No course which satisfies degree requirements may be more than            seven years old at the time of graduation.</b>					<b>Total Hours Required (Minimum 39)</b>	<b>48</b>		<b>0</b>	<b>48</b>
					Wayland Residency Hours Required	24		0	24
					5000-Level Courses	24		0	24
					Minimum GPA Required	3.00			
<b>PRELIMINARY</b>					<b>INSTITUTIONAL HOUR BREAKDOWN:</b>			<u>Hours</u>	+AH
					WBU - WAYLAND BAPTIST UNIVERSITY			0	0
Not Official Without Approved Signature								0	0