

MS IN SOCIAL MEDIA AND MOBILE MARKETING CURRICULUM

Preliminary Skills and Prerequisite Courses (0-6 credits):

MBA 806 Driving Marketing Performance*	3
MBA 810 Business Analytics & Statistics*	3

*may be waived based on transcript evaluation

Required Courses (12 credits):

MAR 635 Marketing Research (MBA 806, MBA 810)	3
MAR 648/IS 676 Foundations of Social & Mobile Technologies	3
MAR 646 Social Media & Mobile Marketing Strategies (MBA 806)	3
MAR 692Q Research Project (MBA 806)	3

Specialization Courses (Choose 18 credits):

MAR 620 Customer and Organization Buying Behavior	3
MAR 643 Interactive and Direct Marketing (MBA 806)	3
MAR 645 Advertising and Sales Promotion (MBA 806)	3
MAR 649 Digital Marketing (MBA 806)	3
MAR 673 Customer Intelligence	3
MAR 695 Marketing Internship (MBA 806 and two MAR courses)	3
IS 613 Database Management Systems	3

Total Credits: 30-36

Please note: A 3.0 QPA is required to maintain enrollment and earn a degree.

This worksheet should be followed in prerequisite order. Prerequisites can be found next to each course in the parentheses.