

# DIGITAL MARKETING (MBA)

## General Graduate Admission Requirements

All applicants must meet the general admission requirements for Concordia University Chicago graduate programs as published in the Concordia University Chicago academic catalog (<http://catalog.cuchicago.edu/graduate/graduate-admission-student-services/>).

New students are accepted into graduate degree-seeking, certificate, endorsement and/or post-graduate programs for online and on-campus study in the fall, spring, or summer semesters. Previously admitted students seeking to change programs may do so at the beginning of a semester (only) by submitting a Change-of-Program quick app (<https://capp.cuchicago.edu/graduate/change-of-program/>). Applicants must be in good academic standing according to Concordia University Chicago's satisfactory academic progress standards at the time of requesting a program change.

### Degree Requirements (Total: 48 hours)

Code	Title	Hours
<b>Required Core Courses</b>		
MBAC-6000	Leading & Managing Effective Organizations	3
MBAC-6050	Ethics, Law & Communication in Decision Making	3
MBAC-6100	Global Marketing in a Digital Era	3
MBAC-6155	Organizational Behavior for Competitive Advantage	3
MBAC-6200	Economics for Managers	3
MBAC-6250	Strategy for Entrepreneurship & Innovation	3
MBAC-6300	Accounting for Decision Making	3
MBAC-6350	Managing Human Capital	3
MBAC-6400	Statistics Applied to Managerial Problems	3
MBAC-6450	Financial Management	3
MBAC-6500	Global Management	3
MBAC-6990	Capstone	3
<b>Total Hours</b>		<b>36</b>

Code	Title	Hours
<b>Digital Marketing Specialization</b>		
MBAD-6105	Digital Strategy & Planning	3
MBAD-6110	Digital Marketing Analytics	3
MBAD-6115	Social Media Marketing Communications	3
MBAD-6120	Mobile Marketing	3
<b>Total Hours</b>		<b>12</b>

## Graduation Requirements

- Have on file an application as a degree-seeking graduate student.
- Have on file one official transcript from EACH college/university attended of all previous coursework taken.
- Complete, for the degree being sought:
  - the credit hours and levels as designated,
  - within the specified time limit,

- with a minimum cumulative GPA of 3.0.
- Students completing multiple advanced programs or degrees at CUC must have a 3.0 GPA in each academic program in addition to a minimum cumulative GPA of 3.0.
- If transfer credit is approved to be applied: have on file an approved "Graduate Transfer Credit Approval" form(s) or evaluation(s).
- Have on file the Intent to Graduate/Complete form with the Office of the Registrar by the published deadline.
- Have on file, if applicable, necessary copies of a project, thesis or dissertation.
- Take and pass the final examination or terminal requirements in the program during or after the final course.
- Approval of the faculty.
- Payments of all tuition and fees due to Concordia University Chicago. All holds must be removed to receive transcripts and diploma.

Every attempt has been made to include information to aid the student with information about his/her program, degree and graduation/completion requirements. It is, however, the student's responsibility to complete all steps and meet all deadlines relevant to graduation requirements.