

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 (<https://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

Code	Title	Hours
Required Core Courses (24 credit hours)		
Core 1: Foundation Skills		
MBAC-6100	Global Marketing in a Digital Era	3
or MBAC-6200	Economics for Managers	
MBAC-6040	Business Analytics: Data, Models and Decision-Making	3
MBAC-6300	Accounting for Decision Making	3
MBAC-6450	Financial Management	3
Core 2: Thinking and Applied Artificial Intelligence		
MBAC-6060	Design Thinking	3
MBAC-6070	Applied Artificial Intelligence	3
Core 3: Business Strategy, Integration and Leadership Development		
MBAC-6080	Leadership and Ethical Decision-Making	3
MBAC-6990	Capstone ¹	3
Digital Marketing Specialization (12 credit hours)		
MBAD-6105	Digital Strategy & Planning	3
MBAD-6110	Digital Marketing Analytics	3
MBAD-6115	Social Media Marketing Communications	3
MBAD-6120	Mobile Marketing	3
Total Hours		36

¹ MBAC-6990 Capstone prerequisite is a grade of B or higher in all MBA core courses.

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 grades of C- or higher,
- 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.
- All administrative obligations to CUC must be cleared in order to prompt the release of CUC transcripts and diploma(s).

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.