



## MBA - Digital Marketing Degree Planning Sheet

<b>Name:</b>	<b>Entry Term:</b>
<b>Student ID:</b>	

### MBA Core

<u>Course</u>	<u>Course Name</u>	<u>Term Completed/Scheduled</u>	<u>Grade Earned</u>
ECON 7010	Resource Allocation and Decision Analysis		
FIN 7020	Business Finance		
MKTG 7030	Strategic Marketing		
MGT 7040	Managing the Value Chain		
MGT 7050	Managing and Leading Work Behavior		

### MBA - Digital Marketing Degree Required

<u>Course</u>	<u>Course Name</u>	<u>Term Completed/Scheduled</u>	<u>Grade Earned</u>
ACCT 7000	Accounting Insights for Managers		
IS 7090	Leveraging IS in Business		
MGT 7999*	Strategic Management: An Integrative, Capstone Experience		
MKTG 7670	Digital Marketing and IMC		
MKTG 7710	Digital Consumer Behavior		
MKTG 7730	International Marketing		
MKTG 7760	Marketing Analytics		

*\*To be eligible to enroll in MGT 7999, you must have completed ECON 7010, FIN 7020, MKG 7030, MGT 7040, MGT 7050, IS 7090, ACCT 7000 and at least two of your four electives.*