

Digital Marketing

Program

College of Business Administration

Master of Business Administration

The program goal is to educate market-oriented leaders who will add value to businesses, locally and worldwide, by making sound marketing management decisions based on analytical and theoretical considerations.

Credit Hours Required for a Master of Business Administration Digital Marketing (MBA)

Types of Courses	Compulsory	Elective	Total
MBA Core	24	-	24
Subject	12	-	12
Electives	-	6	6
Total	36	6	42

Core Courses

Item #	Title	Credits
MBA 510	Financial Accounting	3
MBA 511	Quantitative Analysis	3
MBA 512	Marketing Management	3
MBA 513	Managerial Economics	3
MBA 514	Organisational Behaviour	3
MBA 515	Business Analytics	3
MBA 516	Managerial Finance	3
MBA 522	Operations Strategy	3

Subject Courses

Item #	Title	Credits
MBA 529	Marketing Strategy	3
MBA 536	Digital & Social Media Marketing	3
MBA 550	Service Marketing	3
MBA 580	Consumer Behaviour and Insights	3

Elective Courses

Choose two courses.

Item #	Title	Credits
MBA 527	Marketing Intelligence	3
MBA 531	Marketing Research Project	3
MBA 571	Integrated Marketing Communications	3
MBA 537	Global Marketing	3
		42

Semester 1

Item #	Title	Credits
MBA 511	Quantitative Analysis	3
MBA 513	Managerial Economics	3
MBA 514	Organisational Behaviour	3

Semester 2

Item #	Title	Credits
MBA 510	Financial Accounting	3
MBA 512	Marketing Management	3
MBA 516	Managerial Finance	3
	Elective (Summer)	3

Semester 3

Item #	Title	Credits
MBA 515	Business Analytics	3
MBA 522	Operations Strategy	3
MBA 536	Digital & Social Media Marketing	3

Semester 4

Item #	Title	Credits
MBA 529	Marketing Strategy	3
MBA 550	Service Marketing	3
MBA 580	Consumer Behaviour and Insights	3
	Elective (Summer)	3