

NUC UNIVERSITY

GRADUATE PROGRAM

MASTER'S DEGREE IN BUSINESS ADMINISTRATION WITH SPECIALTY IN DIGITAL MARKETING

CURRICULUM

CIP CODE: 52.1499

CODE	TITLE	HOURS	CREDITS
<u>1ST TERM</u>			
<i>Module 1</i>			
MBA 5000	ORGANIZATIONAL BEHAVIOR	45	3
MBA 5010	MARKETING MANAGEMENT	45	3
<i>Module 2</i>			
MBA 5020	MANAGERIAL ECONOMICS	45	3
MKTG 6000	FUNDAMENTALS OF DIGITAL MARKETING	<u>45</u>	<u>3</u>
		180	12
<u>2ND TERM</u>			
<i>Module 1</i>			
MBA 5040	MANAGERIAL ACCOUNTING	45	3
MKTG 6015*	DIGITAL ADVERTISING	45	3
<i>Module 2</i>			
STAT 5210	STATISTICS	45	3
MKTG 6025*	SEARCH ENGINE MARKETING (SEM-SEO)	<u>45</u>	<u>3</u>
		180	12
<u>3RD TERM</u>			
<i>Module 1</i>			
MKTG 6035*	SOCIAL MEDIA MARKETING	45	3
MBA 5050	MANAGERIAL FINANCE	45	3
REME 5100	RESEARCH METHODOLOGY	45	3
<i>Module 2</i>			
MKTG 6045*	DIGITAL MARKETING ANALYTICS	45	3
MBA 6000*	BUSINESS ADMINISTRATION INTEGRATING SEMINAR (CAPSTONE)	<u>45</u>	<u>3</u>
		225	15
TOTAL HOURS / CREDITS		585	39

Note: Modules have a duration of 8 weeks, for a total program length of approximately 48 weeks.

All courses must be approved with a minimum grade of B.

**This course includes the use of a simulator.*