

# DIGITAL MARKETING, MASTER OF BUSINESS ADMINISTRATION

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## Curriculum

Code	Title	Hours
<b>Core Curriculum</b>		
ACCT 6103	Accounting Analysis	3
BDA 6203	Business Information Analysis	3
BDA 6323 or MKT 6323	Applied Predictive Analytics	3
ECON 6103	Managerial Economics	3
FIN 6103	Corporate Financial Management	3
MGMT 6103	Organizational Management and Leadership	3
MGMT 6203	Decision Modeling in Supply Chain Management	3
MGMT 6903	Corporate Strategic Management	3
MKT 6103	Digital Marketing Strategy	3
<b>MBA - Digital Marketing Electives</b>		<b>6</b>
MKT 6113	Strategic Social Media Marketing	
MKT 6153	Consumer Insights	
MKT 6093	Special Topics in Marketing	
<b>Total Hours</b>		<b>33</b>

- The completion of a minimum of 24 semester hours of graduate course work in residence at Arkansas Tech University. Full-time residence is not required.