

SOCIAL MEDIA AND MOBILE MARKETING STRATEGIES, MS

Campus: NYC

Code	Title	Credits
Preliminary Skills and Prerequisite Courses (0-6 credits)		
MBA 806	Driving Marketing Performance	3
MBA 810	Business Analytics and Statistics	3
Required Courses (12 credits)		
MAR 635	Marketing Research	3
MAR 648 or IS 676	Foundations of Social and Mobile Technologies Foundations of Social and Mobile Technologies	3
MAR 646	Social Media and Mobile Marketing Strategies	3
MAR 692Q	Research Project	3
Specialization Courses (18 credits)		
Select six (6) courses from the following:		
MAR 620	Consumer Behavior	
MAR 643	Interactive and Direct Marketing	
MAR 645	Advertising and Sales Promotion	
MAR 649	Digital Marketing	
MAR 673	Customer Intelligence	
MAR 695	Marketing Internship	
IS 613	Database Management Systems	
Total Credits		30-36