

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 |