

MBA in DIGITAL BRAND COMMUNICATIONS



Part-Time 24 Month Program – Fall Start Only

Orientation & Statistics BootCamp

As part of new student orientation, students will attend a mandatory residency weekend in July for the Statistics BootCamp preparatory course.

FALL – first year

Course Number & Title	Credit Hours	Description
MBA 8190 – Intro to Accounting & Finance	4	Basic concepts of Accounting and finance
MBA 8810 – Ethics & Leadership	1	Leadership and soft skills training
MBA 8210 – Brand Insights & Digital Trends	3	Strategic, business-focused overview of brand communication channels and their impact on the customer journey as it relates to brand building

SPRING – first year

Course Number & Title	Credit Hours	Description
MBA 8600 – Advanced Marketing	3	Data analysis and advanced marketing models are employed with emphasis on building analytic and assessment skills
MBA 8220 – Digital Content Strategy	3	An overview and application of brand building content strategies and evaluation metrics via digital channels to achieve business goals

SUMMER – first year

Course Number & Title	Credit Hours	Description
MBA 8700 – Strategic Management	3	Investigation of the ongoing process of positioning a firm for competitive advantage in a changing environment
MBA 8230 – Digital Media Planning	3	An overview and application of digital media channels and tools to drive brand awareness and business growth

FALL – second year

Course Number & Title	Credit Hours	Description
MBA 8070 – Financial Management	3	Theory of financial management as it relates to the financial problems faces by business concerns
MBA 8080 – Business Data Analytics & Visualization	3	Basic theories of cognition and data visualization are covered using industry standard software

SPRING – second year

Course Number & Title	Credit Hours	Description
MBA 8590 – Decision Modeling	3	Survey of decision modeling techniques useful in managerial decision making
MBA 8550 – E-Commerce Platforms	3	Explore key E-commerce channels and their role in driving brand sales and business growth

SUMMER – second year

Course Number & Title	Credit Hours	Description
MBA 8090 – Organizational Behavior & HR Development	3	Human resource management concepts & processes as applied to managing individual & work-group behavior in organizations
MBA 8730 – Digital Strategy Capstone	3	Digital strategy capstone project digital channel planning tactics are applied

Part-time MBA in Digital Brand Communications program delivery is hybrid – a blend of online and in-person courses.

- Students will meet in person twice a semester for one course during residency weekends at Greenville ONE. *Class times:* Friday (12pm-8pm), Saturday (8am-8pm), Sunday (8am-12pm).
- Remaining coursework is completed online over the semester.