

UNION

C O L L E G E

Division of Online and Graduate Studies
Master of Science in Digital Marketing & Communications Management
Student Curriculum Contract/Guide

Name: _____ ID# _____ Date: _____

PLEASE SIGN AND RETURN PROMPTLY

The following 30 hours are required of all candidates. A 3.0 Overall GPA is required for graduation:

Course Number	Description	Completed/Grade
BUAD 500	Managerial & Leadership Analysis	
BUAD 600	Organizational Behavior & Teamwork Dynamics	
BUAD 650	Ethics and Social Responsibility	
BUAD 665	Strategic Decisions	
MKTC 610	Brand Management	
MKTC 620	Integrated Marketing Communications	
MKTC 630	Internet Consumer Behavior	
MKTC 640	eCommerce	
MKTC 650	Social Media Marketing	
MKTC 660	Market Research	
	Program Total	30 Hours & 3.0 GPA

*Prospective MKTC should possess an undergraduate degree in business from a regionally accredited academic institution. Students who possess an undergraduate degree in a discipline other than business can still enter the MKTC program, but may be required to take additional courses to complete the program.

Full Admissions Requirements:

- Official Transcripts from regionally accredited academic institutions for all attempted coursework
- Bachelor Degree required from regionally accredited academic institution.
- Undergraduate GPA of 2.5
- Union College Graduate application for Admission
- Two Letters of Recommendation
- Statement of Goals and Objectives
- Signed Curriculum Contract

Student's Signature _____ Date _____