

## **Master of Business Administration with a Concentration in Digital Marketing**

### **Master of Business Administration**

To address the growing demand in today's business world for highly trained graduate-level professionals across a wide range of specialties, Broward International University offers multiple concentrations within its MBA program, allowing students to choose from different sets of elective courses to customize their studies and meet their specific career goals.

The available academic concentrations have been selected based on current workforce demand and designed to prepare students to take on specialized responsibilities within those concentrations. The MBA program consists of 24 semester credits of foundational business coursework (core courses), plus 12 semester credits of specialized courses that uniquely define the selected concentration. Note that concentrations are not listed on the awarded diploma, but they will appear clearly on the student's academic transcript. The standard MBA and the currently available MBA concentrations are described below.

### **Program Objective**

The objective of the Master of Business Administration (MBA) program, under the administrative oversight of the School of Business, is to deliver a balanced blend of broad theoretical preparation in core business areas and practical instruction drawn from the real-world business experience of our faculty, to support the understanding of the challenges organizations face in a globalized environment. This combination equips students with the essential business skills needed to lead and manage organizations successfully.

### **Program Description**

The MBA program is a graduate-level business academic program designed to serve students with a strong academic background and professional experience. The MBA is designed for working professionals seeking a rigorous, comprehensive business education through a core curriculum focused on building a set of conceptual and practical skills across essential business areas, including Accounting, Finance, Marketing, Leadership, and Management.

### **MBA with a Concentration in Digital Marketing**

The Digital Marketing concentration, an option within the Master of Business Administration (MBA) program, was thoughtfully designed to further strengthen

Core business training already built into the MBA, delivering a well-rounded education in both the theory and real-world business applications of neuromarketing, digital and mobile marketing strategies, digital tools, technologies, metrics, social media, and virtual communities in organizations.

This concentration equips students with the essential business skills needed to successfully lead and manage organizations' strategic marketing initiatives in a rapidly growing, market-driven digital economy. It is designed to complement the MBA program's core business courses by providing a comprehensive foundation in Digital Marketing—an area of Marketing developed to capitalize on the advantages of the digital economy. This concentration is intended for students whose interests and career goals focus on leading and managing strategic marketing development within institutions, enabling them to compete effectively in today's and tomorrow's expanding Digital Economy.

### **Course Methodology**

Our learning methodology is flexible, adapts to all learning styles, is fully online, and is delivered through a blend of live sessions and asynchronous group and individual activities, with a strong emphasis on case studies. All live sessions are recorded and made available for students to replay (even if they were unable to attend), giving the system a high degree of flexibility.

Our faculty—each holding a doctoral degree and deeply connected to industry—teach the theory through real-world case studies from companies and institutions, where students apply what they've learned. The combination of asynchronous discussion forums and live chats not only builds a problem-solving mindset, but also brings learning to life in the volatile, uncertain, complex, and ambiguous environments characteristic of the fourth industrial revolution our society is navigating today.

These spaces for dialogue and exchange create an active-learning approach and strong synergy with fellow study peers, leading to the development of soft skills and high-value networking connections that are truly invaluable. They also strengthen our professional profile by building a trusted network of peers with master's degrees. As a result, our graduate students build their learning through real-world cases, grounded in solid theoretical frameworks and delivered in a flexible online environment—developing soft skills and integrating a network of professionals who will support them throughout their entire career.

| 1º<br>Período<br>Académico | Nombre del curso                                     | Código  | Créditos |
|----------------------------|------------------------------------------------------|---------|----------|
|                            | Advanced Management Theory and Practice              | BUS6032 | 3        |
|                            | Managerial Accounting                                | BUS6012 | 3        |
| 2º<br>Período<br>Académico | Leadership and Organizational Behavior               | BUS6021 | 3        |
|                            | Managerial Finance                                   | BUS6022 | 3        |
| 3º<br>Período<br>Académico | Neuromarketing and Consumer Insights (*)             | BDM6031 | 3        |
|                            | Digital and Mobile Marketing Strategies (*)          | BDM6032 | 3        |
| 4º<br>Período<br>Académico | Digital Marketing Analytics and Technologies (*)     | BDM6041 | 3        |
|                            | Research Methodology                                 | BUS6052 | 3        |
| 5º<br>Período<br>Académico | Information Systems and Technology Manager           | BUS6051 | 3        |
|                            | Social Media and Virtual Communities in Business (*) | BDM6042 | 3        |
| 6º<br>Período<br>Académico | Operations and Project Management                    | BUS6061 | 3        |
|                            | Thesis                                               | BUS6062 | 3        |

(\*) Courses replacing the set of Concentration courses related to the standard MBA.

**BUS6032 - Advanced Management Theory and Practice:** This course builds advanced business management skills, strengthening students' ability to assess organizational situations, make strategic decisions, and apply management principles across a range of settings. It covers the core functions of management and how they connect to value creation, efficiency, and achieving organizational goals. Students also put management concepts and tools into practice to address business scenarios and take on the challenges of a global, digital environment.

**BUS6012 - Managerial Accounting:** This course examines how accounting information is used for planning, control, and special decision-making. It covers how managers use accounting data internally to oversee both business and non-business organizations. It focuses on managers' need to have timely financial information and reports on company operations in order to make sound management decisions.

**BUS6021 - Leadership and Organizational Behavior:** This course focuses on how managers become effective leaders. It explores the human side of business. Students will examine teams, individuals, and networks in the context of: the drivers of group culture, managing the performance of individual direct reports, and building productive relationships with peers and supervisors over whom the manager has no formal authority. In addition, students will observe successful leaders in action as they shape a vision for the future, align the organization behind it, inspire people to achieve it, and design effective organizations—making the right changes to deliver stronger performance.

**BUS6022 - Managerial Finance:** This course covers a wide range of financial concepts, including an examination of a firm's financial structure, its need for funds to finance asset acquisitions, and the resources available to meet that need. It also analyzes a company's capital structure, along with alternative funding sources and financing techniques. Special emphasis is placed on capital budgeting, investment, and corporate dividend decisions. The course also explores the structure of the financial system, with a focus on the supply and demand for loanable funds and the term structure of interest rates.

**BDM6031 - Neuromarketing and Consumer Insights:** This course is designed to introduce students to human behavior phenomena and the fundamentals of neuroscience, including core brain mechanisms (attention, conscious and unconscious reactions, neuro-vision, emotions and feelings, sensory neuro-responses, learning and memory, among others) and how these relate to consumer choice (the brain's responses to advertising and brand promotion). Students will also explore foundational strategies used in neuroscience and consumer neuromarketing and how to interpret their meaning, the functional implications of key brain systems that may be applied to marketing planning, and selected neuroscience technologies used in marketing research.

**BDM6032 - Digital and Mobile Marketing Strategies:** This course is designed to provide students with relevant theoretical knowledge and the practical tools needed to develop end-to-end digital marketing and communications strategies and tactics. The focus is on reaching and engaging selected audience segments through the internet and mobile technologies to promote and sell chosen goods and services. Practical examples are reviewed to support understanding of the key learning objectives.

It further develops essential data-assessment skills, along with public relations promotion, monitoring consumer behavior, and identifying and effectively using multiple digital marketing channels (email, text messages, podcasts, online communities, social networking sites, blogs, online and viral videos, mobile apps and advertising, online games that integrate the product or services being promoted, and websites, among others), mobile applications and technologies, optimization of websites for mobile marketing, and adapting online advertising strategy for mobile marketing,

optimizing social media content for mobile devices and fine-tuning email strategies for mobile-first consumers.

**BDM6041 - Digital Marketing Analytics and Technologies:** This course is designed to introduce students to digital marketing and remarketing tools that are strategically used to drive online business. Google Analytics, Google Search, Google Display, YouTube Advertising, streaming services, Facebook, Twitter Advertising, e-commerce, web and mobile apps, LinkedIn Advertising, and marketing automation apps, email marketing, and real-time marketing are among the most effective digital tools covered.

In addition, students will tackle the process of defining the technology capabilities needed to meet digital marketing goals and selecting related technologies that can help make that happen. Topics include Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media platforms, and mobile technologies, among others. The course also focuses on the analytics tools used to measure online and mobile traffic, campaign performance and effectiveness across different digital channels, and Return on Investment (ROI) as an indicator of the profitability of marketing programs, among other measures.

**BUS6052 - Research Methodology:** In this course, students will develop a scientific research project that will serve as the foundation for a Master's thesis. To do so, students must rigorously follow the applicable steps of the scientific method, including the parts of the research process related to conceptualization and ethics, as well as a description of the qualitative, quantitative, or mixed-method approach to be used. Specifically, students will identify and define a problem of interest that warrants seeking a solution and/or answers to problem-related questions designed to deepen understanding; they will address the problem and/or related questions by conducting background research to gather information and become familiar with what is currently known about the problem to date and/or the proposed related questions, including possible answers; and they will establish the parameters that will be used to study and understand the selected problem and/or the questions posed.

They will conceptualize and design the scientific method to be used to conduct the study. They will plan and submit a clear, thorough research proposal that includes all of the elements above and, in addition, a detailed description of the procedures that will be followed during the execution of fieldwork, as well as the population expected to participate and/or the sample to be collected for future analysis, and a description of the method used to evaluate the information obtained. Students must follow the most current version of APA guidelines when writing their research project. The student must successfully complete this requirement with a grade of B or higher in order to graduate.

**BUS6051 - Information Systems and Technology Manager:** In this course, students will gain a solid understanding of the core foundations of today's information systems (IS). They will explore key IS principles of the IS field through an engaging overview of the discipline and the rapidly evolving role of today's IS professional. The focus of this course is to present the latest topics and examples in the IS cutting edge, while the

New opening vignettes, case studies, and special-interest features clearly highlight how strongly organizations prioritize innovation and speed.

In this course, students build an understanding of cloud computing, forecasting, and some of the latest developments affecting virtual communities, virtual teams, and workplace structures. It provides the concise overview students currently need to perform more effectively as employees, managers, decision-makers, and organizational leaders in business.

**BDM6042 - Social Media and Virtual Communities in Business:** This course is designed to introduce students to the core theories behind social media platforms, build the hands-on skills needed to design and manage social media marketing campaigns, and use metrics to measure return on investment (ROI) and the effectiveness of implemented digital marketing programs.

The course focuses on researching social media technologies and their applications, analyzing social media marketing opportunities across different platforms, exploring the specific neuro-factors that drive social networks, building and optimizing social media presences, and designing effective communication tactics to share through them. In addition, it takes a deeper look at the concept of virtual communities and the marketing advantages of joining virtual business communities aligned with specific business goals.

**BUS6061 - Operations and Project Management:** This course enables students to develop the skills and concepts needed to ensure a company's operations continue to support its competitive position. It helps them understand the complex processes behind product development and manufacturing, as well as service creation and delivery.

**BUS6062 - Thesis:** In this course, students are expected to continue and complete their Master's Thesis. To do so, they must systematically follow the scientific method described as part of their previously completed and approved research project. During this final phase, the student must carry out the approved procedure to conduct fieldwork, which may be repeated as needed to ensure the data collected are accurate and reliable at the time of collection.

Gather the information obtained through experimentation and/or observation. Carefully document all collected data (observations, measurements, survey information, and other predefined data) based on the variables being evaluated. Analyze the recorded data using the appropriate methodology; Interpret the results, focusing primarily on proposing a solution to the selected problem and/or answering the related questions that have been posed, without overlooking opportunities to address other

aspects of the stated problem that were not previously identified as objectives, but that emerge from interpreting the data collected.

Draw conclusions based on the experimental results and provide recommendations that point to relevant new scientific research. Students must follow the most up-to-date version of APA guidelines when writing their Master's Thesis, and coordinate a final oral presentation, which must be considered an integral part of a research project. The student must successfully complete this requirement with a grade of B or higher to graduate.