Year One - Fall Semester

First 7 Weeks:
DMBA 6210 Introduction to Economics and Statistics
DMBA 6216 Digital Marketing
DMBA 6217 Introduction to Digital Media and Entertainment

Second 7 Weeks:
DMBA 6208 Accounting I
DMBA 6214 Human Relations and Organizational Behavior
DMBA 6224 Business Communications

Year One - Spring Semester

First 7 Weeks:
DMBA 6215 Managing the Organization
DMBA 6218 Accounting II
DMBA 6227 Information Systems
SXSW® Immersion

Second 7 Weeks:
DMBA 6213 Finance
DMBA 6223 Interactive Technology and E-Commerce
DMBA 6236 Research Strategies and Methodologies in Digital Media

Summer Session

8 Weeks:
DMBA 6609 Summer Internship
Year Two - Fall Semester

First 7 Weeks:
DMBA 6211 Business Law and Ethics
DMBA 6225 Project Management
DMBA 6240 Applied Digital Convergence and Evolution

Second 7 Weeks:
DMBA 6221 New Venture Creation
DMBA 6226 Branding and Promotion
DMBA 6231 Digital Law, Policy and Ethics

Year Two - Spring Semester

First 7 Weeks:
DMBA 6220 Independent Research
DMBA 6244 The Digital Consumer
DMBA 6246 Global Digital Media
SXSW® Immersion

Second 7 Weeks:
DMBA 6629 Capstone Project