

MANAGEMENT (M.S., ON CAMPUS AND ONLINE)

MMGB 76AK	Persuasive Corporate Communications	3
MMGB 7680	Social & Digital Media	3

Requirements

The M.S. in Management is 30 credits, with 24 credits of required courses and 6 credits of electives. The M.S. in Management on-campus program can be completed in one year over two semesters. The M.S. in Management online program can be completed in one year or 15 months, with four terms being offered each year. A three-day on-campus residency (MMGB 7000) is also required for online students.

Course	Title	Credits
The following two courses		3
MMGB 6610	Being a Discerning Leader	
MMGB 6620	Leading Innovation for a Global World	
MMGB 7660	Business Strategy for the Modern World	3
MMGB 6613	Leading Organizations in the 21st Century	3
MMGB 6627	Modern Operations & Supply Chain Management	3
MMGB 6820	Managerial Statistics	3
MMGB 6111	Accounting and CSR Reporting Principles	3
One of the following two options:		6
<i>For on-campus students:</i>		
MMGB 6411	Finance in Sustainable Org	
MMGB 6710	Purpose-Driven Marketing	
<i>For online students:</i>		
MMGB 6009	Financial Fundamentals	
MMGB 6611	Marketing in the Digital Age	
Two elective courses ¹		6
Total Credits		30

¹ To fulfill this requirement:

- **MSM on campus students** may choose free electives from graduate-level courses in the Gabelli School of Business to fulfill the free elective requirements. To see courses offered, please visit course listings. Students are responsible for completing any course prerequisites if necessary.
- **MSM online students** may choose electives from the below list.

Online MSM students should register for MMGB 7000, a zero-credit course, in the semester of their residency.

Electives for MSM Online Students

Courses in this group have the MOE attribute.

Course	Title	Credits
MMGB 6007	Investment Applications	3
MMGB 6010	Financial Markets and Responsibility	3
MMGB 6650	Advanced Business Communication	3
MMGB 7620	Understanding the Digital Consumer	3
MMGB 7637	Crisis Communication and Leadership Strategies	3
MMGB 760A	Sustainability Reporting and Finance	3