

INTER AMERICAN UNIVERSITY OF PUERTO RICO
GUAYAMA CAMPUS
DEPARTMENT OF ADMINISTRATION AND BUSINESS DEVELOPMENT

MASTER'S IN DIGITAL MARKETING AND ELECTRONIC COMMERCE
CODE P203 (Traditional Modality)
T20D (Online)

Total Credits Requirements: 36 credits

Core requirements	6 credits
Specialization Requirements	27 credits
Related Requirements	<u>3 credits</u>
Total	36 credits

Approved: May, 2021

First Trimester				
Code	Description	Credits	Requisites	Approved
DMEC 5120	Fundamentals of Electronic Commerce	3		
DMEC 5130	Ethical-legal Aspects of Electronic Commerce	3		
	Total	6		

Fifth Trimester				
Code	Description	Credits	Requisites	Approved
DMEC 6100	Distribution in the Digital Market	3	DMEC 6000	
DMEC 6200	Metrics in Digital Marketing	3	DMEC 6010	
	Total	6		

Second Trimester				
Code	Description	Credits	Requisites	Approved
DMEC 5140	Security Online Transactions	3		
BADM 5480	Digital Marketing	3		
	Total	6		

Sixth Trimester				
Código	Description	Credits	Requisites	Approved
IBAD 5220	International Business Marketing	3		
DMEC 6970	Integrative Seminar	3	DMEC 5030, DMEC 6010, DMEC 6100	
	Total	6		

Third Trimester				
Code	Description	Credits	Requisites	Approved
BADM 5010	Quantitative Methods for Decision Analysis	3		
DMEC 6000	Digital Advertising	3	BADM 5480	
	Total	6		

Four Trimester				
Code	Description	Credits	Requisites	Approved
DMEC 6010	Social Network	3	BADM 5480	
BADM 5030	Research Methodology	3	BADM 5010	
	Total	6		

Specialty Requirements (27 credits)

DMEC 5120	Fundamentals of Electronic Commerce	3 credits
DMEC 5130	Ethical-legal Aspects of Electronic Commerce	3 credits
DMEC 5140	Security Online Transactions	3 credits
BADM 5480	Digital Marketing	3 credits
DMEC 6000	Digital Advertising	3 credits
DMEC 6010	Social Network	3 credits
DMEC 6100	Distribution in the Digital Market	3 credits
DMEC 6200	Metrics in Digital Marketing	3 credits
DMEC 6970	Integrative Seminar	3 credits

Core Requirements (6 credits)

BADM 5010	Quantitative Methods for Decision Analysis	3 credits
BADM 5030	Research Methodology	3 credits

Related requirements

IBAD 5220	International Business Marketing	3 credits
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