

WILLIAM & MARY'S

MBA Specialization to Specialty Master's Roadmap

MBA SPECIALIZATIONS:

Your Gateway to Advanced Expertise

William & Mary's innovative Online MBA program offers specializations that pull highly topical courses from the Raymond A. Mason School of Business's online specialized master's programs, providing students with high-caliber education in key business disciplines. This unique approach allows MBA students to gain deep expertise in their chosen field while maintaining the broad business foundation that defines the MBA experience.

The Pathway to Dual Expertise

Students who complete an MBA specialization may seamlessly transition to pursue a second specialized master's degree, creating a powerful combination of broad business acumen and deep technical expertise.

This pathway is available for:

- Master of Science in Marketing (MSM)
- Master of Science in Finance (MSF)
- Master of Accounting (MAcc)

AVAILABLE

MBA Specializations:

- **Marketing Specializations (3 tracks)**
 - Marketing Analytics and Insights
 - Marketing Innovation
 - Modern Integrated Marketing Communications (IMC)
- **Finance Specializations (3 tracks)**
 - Corporate Finance
 - Investment Management
 - Real Estate
- **Accounting Specializations (2 tracks)**
 - Accounting
 - Tax Planning & Strategy
- **Business Analytics (1 track)**
 - Artificial Intelligence for Business Leaders

Key Benefits:

- **Credit Transfer Opportunities:** Transfer up to 12 credits from your MBA specialization
- **Accelerated Timeline:** Complete your specialty master's in significantly less time
- **Cost Efficiency:** Reduce overall program costs through transferred credits
- **Enhanced Career Prospects:** Combine MBA leadership skills with technical expertise
- **Flexible Sequencing:** Course sequence varies based on availability and prerequisites



Marketing Innovation Specialization to MSM

Marketing Innovation Specialization Track

MBA Specialization Courses:

- **BUAD 5407** Marketing (4 credits)
- **BUAD 5257** Product Management and New Product Development Strategies (4 credits)
- **BUAD 5267** Market-Driven Innovation Strategy and Management (4 credits)

TRANSFER CREDIT
Opportunity

Up to 12 Credits

MSM Program Requirements After Transfer

Required MSM Courses:

- **BUAD 5217** Analytics for Evaluation and Situation Analysis (4 credits)
- **BUAD 5247** Analytics for Planning and Optimization (4 credits)
- **BUAD 5277** Integrated Campaign Management (4 credits)
- **BUAD 5287** Digital Content Management (4 credits)
- **BUAD 5237** Residency (or Global Immersion) (1 credit)
- **BUAD 5297** Capstone: Revolutionary Marketing Leadership (4 credits)

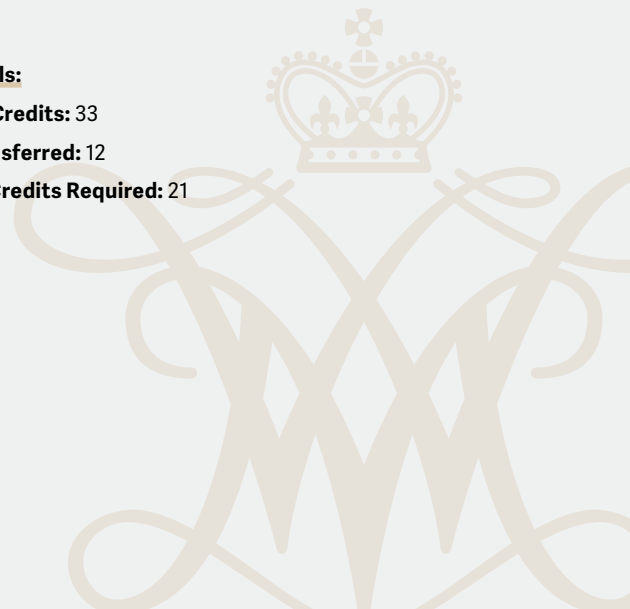
Additional Requirements:

Students must complete a second residency to satisfy MSM requirements

Program Totals:

- **Total MSM Credits:** 33
- **Credits Transferred:** 12
- **Additional Credits Required:** 21

Note: Course sequence will vary depending on course availability and prerequisite requirements.





Modern Integrated Marketing Communications Specialization to MSM

Modern Integrated Marketing Communications (IMC) Specialization Track

MBA Specialization Courses:

- **BUAD 5407** Marketing (4 credits)
- **BUAD 5277** Integrated Campaign Management (4 credits)
- **BUAD 5287** Digital Content Management (4 credits)

TRANSFER CREDIT
Opportunity

Up to 12 Credits

MSM Program Requirements After Transfer

Required MSM Courses:

- **BUAD 5217** Analytics for Evaluation and Situation Analysis (4 credits)
- **BUAD 5247** Analytics for Planning and Optimization (4 credits)
- **BUAD 5257** Product Management and New Product Development Strategies (4 credits)
- **BUAD 5267** Market-Driven Innovation Strategy and Management (4 credits)
- **BUAD 5237** Residency (or Global Immersion) (1 credit)
- **BUAD 5297** Capstone: Revolutionary Marketing Leadership (4 credits)

Additional Requirements:

Students must complete a second residency to satisfy MSM requirements

Program Totals:

- **Total MSM Credits:** 33
- **Credits Transferred:** 12
- **Additional Credits Required:** 21

Note: Course sequence will vary depending on course availability and prerequisite requirements.





Marketing Analytics and Insights Specialization to MSM

Marketing Analytics and Insights Specialization Track

MBA Specialization Courses:

- **BUAD 5407** Marketing (4 credits)
- **BUAD 5217** Analytics for Evaluation and Situation Analysis (4 credits)
- **BUAD 5427** Analytics for Planning and Optimization (4 credits)

TRANSFER CREDIT
Opportunity

Up to 12 Credits

MSM Program Requirements After Transfer

Required MSM Courses:

- **BUAD 5257** Product Management and New Product Development Strategies (4 credits)
- **BUAD 5267** Market-Driven Innovation Strategy and Management (4 credits)
- **BUAD 5277** Integrated Campaign Management (4 credits)
- **BUAD 5287** Digital Content Management (4 credits)
- **BUAD 5237** Residency (or Global Immersion) (1 credit)
- **BUAD 5297** Capstone: Revolutionary Marketing Leadership (4 credits)

Additional Requirements:

Students must complete a second residency to satisfy MSM requirements

Program Totals:

- **Total MSM Credits:** 33
- **Credits Transferred:** 12
- **Additional Credits Required:** 21

Note: Course sequence will vary depending on course availability and prerequisite requirements.





Real Estate Finance Specialization to MSF

Real Estate Finance Specialization Track

MBA Specialization Courses:

- **BUAD 5127** Principles of Finance (4 credits)
- **BUAD 5107** Accounting for Decision-Making and Financial Analysis (4 credits)
- **BUAD 6207** Real Estate Finance (4 credits) **or** BUAD 6307 Real Estate Investments (4 credits)

TRANSFER CREDIT
Opportunity

Up to 12 Credits

MSF Program Requirements After Transfer

Required MSF Courses:

- **BUAD 5417** Advanced Corporate Finance (4 credits)
- **BUAD 5317** Corporate Valuation and Credit Analysis (4 credits)
- **BUAD 5527** Investments (4 credits)
- **BUAD 5617** Applied Investment Management (4 credits)

Program Totals:

- **Total MSM Credits: 32**
- **Credits Transferred: 12**
- **Additional Credits Required: 20**

MSF Elective Options (Choose One):

- **BUAD 6007** Behavioral Economics & Finance (4 credits)
- **BUAD 6107** Money, Banking, & Financial Markets (4 credits)

Note: Course sequence will vary depending on course availability and prerequisite requirements.





Accounting Specializations to Master of Accounting

Accounting Specialization Track

MBA Specialization Courses:

- **BUAD 5749** Driving Organizational Performance (4 credits)
- **BUAD 6019** Nonprofit & Government Financial Management (2 credits)
- **BUAD 6009** Business Law (2 credits)

TRANSFER CREDIT
Opportunity

8 Credits

MAcc Program Requirements After Transfer

Important Prerequisites:

Students may need up to 6 additional prerequisite credits. Students should speak with their student success coordinator to understand individual prerequisite needs.

Potential Prerequisites (up to 6 credits):

- **BUAD 509A** Financial Reporting (2 credits)
- **BUAD 509C** Individual Income Taxes—Rules and Planning (2 credits)
- **BUAD 509D** Audit and Assurance (2 credits)

Required MAcc Courses (24 credits):

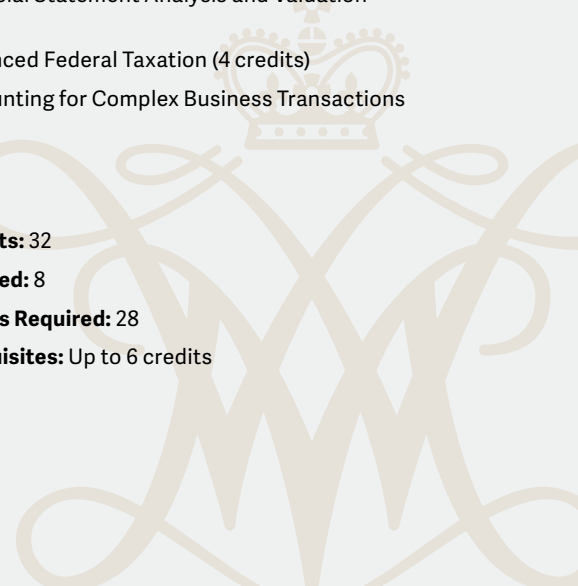
- **BUAD 5709** Financial Reporting Standards and Analysis (4 credits)
- **BUAD 5719** Accounting Analytics and Information Systems (4 credits)

- **BUAD 5729** Advanced Auditing and Audit Research (4 credits)
- **BUAD 5739** Financial Statement Analysis and Valuation (4 credits)
- **BUAD 5759** Advanced Federal Taxation (4 credits)
- **BUAD 5779** Accounting for Complex Business Transactions (4 credits)

Program Totals:

- **Total MAcc Credits:** 32
- **Credits Transferred:** 8
- **Additional Credits Required:** 28
- **Potential Prerequisites:** Up to 6 credits

Note: Course sequence will vary depending on course availability and prerequisite requirements.





Tax Planning & Strategy Specialization to MAcc

Tax Planning & Strategy Specialization Track

MBA Specialization Courses:

- **BUAD 5759** Advanced Federal Taxation (4 credits)
- **BUAD 509C** Individual Income Tax (2 credits)
- **BUAD 6009** Business Law (2 credits)

TRANSFER CREDIT
Opportunity

6 Credits + 2 Prerequisite Credits

MAcc Program Requirements After Transfer

Remaining Prerequisites (up to 4 credits):

Students should speak with their student success coordinator to understand individual prerequisite needs:

- BUAD 509A Financial Reporting (2 credits)
- BUAD 509D Audit and Assurance (2 credits)

Required MAcc Courses (26 credits):

- **BUAD 5709** Financial Reporting Standards and Analysis (4 credits)
- **BUAD 5719** Accounting Analytics and Information Systems (4 credits)
- **BUAD 5729** Advanced Auditing and Audit Research (4 credits)

- **BUAD 5739** Financial Statement Analysis and Valuation (4 credits)
- **BUAD 6019** Nonprofit & Government Financial Management (2 credits)
- **BUAD 5779** Accounting for Complex Business Transactions (4 credits)
- **BUAD 5749** Driving Organizational Performance (4 credits)

Program Totals:

- **Total MAcc Credits:** 32
- **Credits Transferred:** 8
- **Additional Credits Required:** 26
- **Potential Prerequisites:** Up to 4 credits (reduced from 8)

Note: Course sequence will vary depending on course availability and prerequisite requirements.