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Anatomy of a Scan: Digital Market Intelligence and Economic Literacy in the MBA Curriculum






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Abstract

This pilot study presents two problems: the need for digital market intelligence in the MBA curriculum and the need for economic literacy in the MBA curriculum. The study addresses these problems by presenting a new curriculum for the MBA program. The curriculum is designed to provide students with the knowledge and skills needed to succeed in the digital economy. The curriculum is based on the latest research in digital marketing and economic literacy. The curriculum is designed to be flexible and adaptable to the needs of different MBA programs. The curriculum is designed to be easy to implement and to provide a high level of student engagement. The curriculum is designed to be a valuable resource for MBA programs around the world.

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