



MA in Marketing Communication

Program Director: Heather Harris, M.F.A., M.B.A. • hharris@sbu.edu • (716) 375-2075

Program Overview

The Jandoli School's Master of Arts in Marketing Communication graduate program is designed for people with a desire to master and lead the growing, dynamic, broad spectrum of contemporary marketing communication. It builds skill in integrating the development and management of all marketing communication tools across all mediums to build positive, ethical and lasting relationships with consumers, stakeholders and other audiences, with empathy and mindfulness of diversity of audience.

The Jandoli School's Master of Arts in Marketing Communication graduate program is both a creative and an analytical endeavor that is structured as problem definition, problem solution, and execution. Students graduate with vision, skills and the professionalism required to identify a communications problem, strategically plan a solution utilizing traditional, digital, and experiential marketing communication approaches, and the ability to measure and make meaning from data and analytics to assess the results.

Admission Requirements

1. Undergraduate transcripts with a GPA of 2.8 or higher
2. Two letters of recommendation (one from an employer or professor)
3. Submission of an essay on a specified topic

Exit Criteria

1. A cumulative GPA of at least 3.0
2. Successful completion of all 33 credits
3. Successful defense of an original, comprehensive Communications Campaign Plan focused on your areas of specialization (submitted in lieu of a comprehensive exam or thesis)

Online Format & Completion Timelines

Online study employs a seven-week term format, with two terms in each semester. Students may complete the online program in two years.

Degree Requirements (33 credits)

Required courses: 18 credit hours of core courses, 3 specializations to choose from (each with 12 credit hours) and 3 credits of a master thesis project (1 credit midpoint, 1 credit capstone, 1 credit defense).

CORE

COM 500	Finding Your Voice: Intro to Marketing Communications
COM 540	Embracing the Brand: Branding & Strategy
COM 580	Embracing the Audience: Empathy & Ethics
COM 590	Embracing Strategic Thinking: Marketing Strategy & Planning
COM 510	Embracing Analysis: Making Meaning from Data
COM 520	Embracing Research: Finding Data & Meaning

FIELDWORK

COM 555	Finding Depth: Fieldwork
---------	--------------------------

CHOOSE A SPECIALIZATION

Integrated Marketing Communication Specialization:

COM 640	Integrating Digital Media, Mobile, & Emerging Technologies
COM 620	Integrating Creative Strategy & Design
COM 650	Integrating PR in a Global Market
COM 720	Integrating Visuals: Communication Design

Content Marketing Specialization:

COM 640	Integrating Digital Media, Mobile, & Emerging Technologies
COM 662	Integrating Content Marketing: Strategy & Planning
COM 664	Integrating Content Creation: Visual, Copy & Optimization
COM 720	Integrating Visuals: Communication Design

CAPSTONE COURSES (1 credit each)

COM 555	Mastering the Research: Fieldwork (midpoint)
COM 800	Mastering the Field: Thesis (capstone)
COM 654	Mastering the Project: Final Defense

Midpoint Review

At the conclusion of the problem definition phase culminating with COM 555 (Finding Depth: Fieldwork), students must pass a midpoint review where they summarize their learning from the problem definition phase. Upon approval of the midpoint committee, students proceed to the problem solution phase of the program within their chosen area of specialization.