



# MA in Marketing Communication

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## 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 professionalism required to identify a communication 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.

## Entrance Criteria

1. Completed application for admission
2. Undergraduate transcripts with a GPA of 2.8 or higher
3. Two letters of recommendation (one from an employer or professor)
4. Submission of an essay on a specified topic
5. Additional information, if requested by program director

## Graduation 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)

Six required core courses (18 credit hours), 4 electives to focus on your interests (12 credit hours) and 3 capstone courses for your master thesis project (1 credit midpoint, 1 credit capstone, 1 credit defense).

### CORE

COM 500	Finding Your Voice: Intro to Marketing Communications
COM 510	Embracing Analysis: Making Meaning from Data
COM 520	Embracing Research: Marketing Communication Research
COM 580	Embracing the Audience: Empathy & Ethics
COM 590	Embracing Strategic Thinking: Marketing Strategy & Planning
COM 640	Integrating Digital Media, Mobile & Emerging Technologies

**CHOOSE ELECTIVES THAT SUIT YOUR INTEREST** (choose any 4 courses from the options below)

### Integrated Marketing Communication Electives

COM 540	Embracing the Brand: Branding, Strategy & Execution
COM 620	Integrating Creative Strategy & Design
COM 650	Integrating PR in a Global Market
COM 664	Integrating Content Creation: Visuals, Copy & Optimization
COM 720:	Integrating Visuals: Communication Design

### Leadership Electives

LEAD 605	Leadership and Values
LEAD 610	Leadership and Diversity
LEAD 631	Ethical Leadership & Inclusion

### Other Electives

MBA 612	Marketing Management
MBA 650	Business Ethics
JMC 600	Visual Communication

### CAPSTONE COURSES (1 credit each)

COM 555	Mastering the Research: Fieldwork (Mid-point review follows this course)
COM 800	Mastering the Field: Thesis (capstone)
COM 830	Mastering the Project: Final Defense