Master of Arts in
Marketing Communication

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Program Overview
The Jandoli School of Communication's Master of Arts in Marketing Communication 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.

St. Bonaventure University's innovative Marketing Communication 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.

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.

24
months to complete

33
Credit Hours

7
7-Week Courses

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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 Communication
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

Courses and requirements are subject to change. For current course requirements, go to www.sbu.edu/graduate and click on the Graduate Catalog link.

Entrance Criteria

1. Completed application for admission
2. Undergraduate transcripts with a GPA of 2.8 or higher
3. Two letter of recomendation (one from an employer or professor)
4. Submission of an essay on a specific 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 focused on your areas of specialization (submitted in lieu of a comprehensive exam or thesis)

Apply to the Master of Arts in Marketing Communication program today at **www.sbu.edu/apply**.

Interested in learning more about St. Bonaventure University?

Shaped by its values of compassion, wisdom and integrity and ranked No. 6 for value and No. 14 for innovation in the North by U.S. News & World Report, St. Bonaventure — located in beautiful Western New York — is a transformative community committed to academic excellence and civic engagement. **Scan the QR code to learn more.**

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