



# 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 End of the World: 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      |