

STRATEGIC MARKETING COMMUNICATIONS (M.S., ONLINE)

The Gabelli School's M.S. in Strategic Marketing Communications curriculum features a unique combination of courses in the areas of communications and marketing.

The program incorporates real-world cases and situations that prepare you for the many business challenges you encounter in your career. It will equip you with new approaches and teach you powerful skills to reach traditional and digital consumers in an engaging academic setting.

It's the perfect setting to explore, discuss, and sharpen strategies that you can then put to work for your organization—or use to advance into a new role.

In our curriculum, online coursework comes together with hands-on, applied projects that give you the chance to work in teams with fellow students. Together, and with guidance from our faculty, you will find novel ways to communicate the value of a brand.

To learn more about the Online M.S. in Strategic Marketing Communications, visit the Fordham website.

Requirements

The M.S. program combines coursework from two of the Gabelli School's academic areas: communications and media management and marketing. Students complete 15 credits in each area and then earn the final 3 credits through a hands-on project. A three-day on-campus residency (MCGB 7000) is also required.

Course	Title	Credits
Required Courses		
MCGB 6710	Marketing in the Digital Age	3
MCGB 7730	Contemporary Research Methods	3
MCGB 7720	Understanding Digital Consumer	3
MCGB 7581	Persuasive Corporate Communications	3
MCGB 7755	Integrated Marketing Communications	3
MCGB 7580	Social & Digital Media	3
MCGB 7537	Crisis Communication and Leadership Strategies	3
MCGB 7550	Advanced Business Communication	3
MCGB 7541	Applied Project	3
MCGB 7000	Residency ¹	0
Two electives from the following list:		6
MCGB 7582	Sponsorship	
MCGB 7785	Marketing Strategy	
Total Credits		33

¹ Students should register for this zero-credit course in the semester of their residency.