

STRATEGIC MARKETING COMMUNICATIONS (M.S., ONLINE)

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.

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
Two electives from the following list:		6
MCGB 7582	Sponsorship	
MCGB 7785	Marketing Strategy	
Total Credits		33