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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCGB 6710</td>
<td>Marketing in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7730</td>
<td>Contemporary Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7720</td>
<td>Understanding Digital Consumer</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7581</td>
<td>Persuasive Corporate Communications</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7755</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7580</td>
<td>Social &amp; Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7537</td>
<td>Crisis Communication and Leadership Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7550</td>
<td>Advanced Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>MCGB 7541</td>
<td>Applied Project</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Two electives from the following list:</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>MCGB 7582</td>
<td>Sponsorship</td>
<td></td>
</tr>
<tr>
<td>MCGB 7785</td>
<td>Marketing Strategy</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits: 33

Updated: 12-13-2023