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.