

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.

Learning Competencies

1. Students will acquire the ability to integrate various marketing approaches into one integrated campaign.
2. Students will demonstrate an understanding of how marketing communication options can help companies develop fuller relationships with consumers and achieve their brand goals in today's digital economy.
3. Students will demonstrate an understanding of how crises can impact a brand and how companies can respond ethically in various crisis situations.
4. Students will learn a team-based approach to solving complex business problems using strategic marketing communications.

To learn more about the Online M.S. in Strategic Marketing Communications, visit the Gabelli School of Business website.

CIP Code

09.0702 - Digital Communication and Media/Multimedia.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.