

MARIST

MASTER OF ARTS IN MARKETING COMMUNICATION

MC PROGRAM DESCRIPTION:

The Master of Arts in Marketing Communication is a fully online, 30-credit graduate degree program that provides students with an interdisciplinary and cutting edge educational experience in advertising, public relations, brand management, strategic communication, and social media. Students will learn the fundamentals of marketing communication, and apply what they learn to real-world projects both in and outside of the classroom. Students take six core courses and four electives in one of three concentrations: health communication, digital marketing communication, and strategic leadership.

STUDENT OUTCOMES

Upon completion of the program, students will be able to:

- ▶ Develop professional marketing communication campaign strategies using a variety of MARCOM tools that solve the business problem and capitalize on business opportunities.
- ▶ Create messaging for diverse audiences that drives desired brand behavior.
- ▶ Evaluate business problems to construct innovative and original solutions.
- ▶ Specialize in one of the high-demand areas.

PERSONALIZE YOUR DEGREE: CHOOSE A CONCENTRATION

DIGITAL MARKETING COMMUNICATION

- ▶ Familiarizes students with the evolving digital landscape, helps them develop strategic communication campaigns in the digital age.
- ▶ Careers include: digital marketing manager, advertising and promotion managers, director of marketing, content marketer, market research analyst, data analyst, media strategist.

HEALTH COMMUNICATION

- ▶ Prepares students to transform complex healthcare topics into easy-to-read materials for the public to understand.
- ▶ Careers include: health communication manager, physician liaison, senior health communication specialist, health educators and community health workers, medical writers, marketing or promotion managers, medical and health services managers.

STRATEGIC LEADERSHIP

- ▶ Gain expertise in the methodologies and tactics needed to help an organization remain sustainability competitive in the market.
- ▶ Careers include Non-Profit Manager, Management Specialist, Project Manager, Research Analyst.



UPCOMING EVENTS

The best way to find out about Marist's programs is to attend an open house or virtual information session! Visit marist.edu/rsvp to RSVP.

CONTACT US

Phone: (888) 877-7900
marist.edu/graduate
graduate@marist.edu
3399 North Road, Poughkeepsie, NY 12601



MASTER TODAY'S CUTTING EDGE MARKETING TECHNIQUES, IN A FLEXIBLE ONLINE DEGREE



DEVELOP STRATEGIES

to create, execute, and analyze marketing campaigns with cohesive, integrated messages across all media



100% INTERACTIVE ONLINE CLASSES



FLEXIBLE SCHEDULE



EXPAND YOUR KNOWLEDGE

of analytical tools for market analysis



DELVE INTO INSIGHTS

on the psychological process underlying consumers' thoughts, feelings, decisions, and behaviors



LEARN HOW TO MAXIMIZE

the effectiveness of social media marketing



ENHANCE YOUR SKILLS

in conceptualizing and conducting market research.

MARKETING COMMUNICATION CORE COURSES

- ▶ COMI 505 Public Relations
OR COMI 600 Advertising Management
- ▶ COMI 605 Brand Management
- ▶ COMI 607 Communication Campaign Planning
- ▶ COMI 611 Marketing Communication Research Methods
- ▶ COMI 615 Global Consumer Insights
- ▶ COMI 700 Capstone

CONCENTRATIONS (CHOOSE ONE)

DIGITAL MARKETING COMMUNICATION (SELECT FOUR)

- ▶ COMI 601 Brand Storytelling
- ▶ COMI 603 Digital Marketing Strategies for Fashion
- ▶ COMI 604 Influencer Marketing
- ▶ COMI 608 Digital Advertising
- ▶ COMI 610 Social Media Strategies & Tactics
- ▶ COMI 612 Social Media Analytics

HEALTH COMMUNICATIONS (SELECT FOUR)

- ▶ COMI 609 Health Promotion and Campaign
- ▶ MPA 681 US Health Care Policies and Systems
- ▶ MPA 682 Ethical/Legal Issues in Healthcare
- ▶ MPA 683 Critical Issues in Healthcare

STRATEGIC LEADERSHIP (SELECT FOUR)

- ▶ COMI 606 Nonprofit and Advocacy Communication
- ▶ COMI 602 Crisis Management & Leadership
- ▶ MPA 684 Leadership, Power and Influence
- ▶ MPA 685 Negotiations and Conflict Management
- ▶ MPA 688 Ethical Management of Organizations

TOTAL NUMBER OF REQUIRED CREDITS: 30

ADMISSION REQUIREMENTS

- ▶ Graduate admissions application (available online)
- ▶ Official undergraduate/graduate transcripts from all institutions attended
- ▶ Current resumé
- ▶ Personal statement outlining career objectives and reason for selecting the MAMC

FINANCIAL AID OPTIONS

- ▶ Scholarships - merit and alumni available
- ▶ Partnership benefits
- ▶ Military benefits
- ▶ Employer tuition deferment

For details please contact Graduate Admission at:

(888) 877-7900 or **graduate@marist.edu**