



MASTER OF SCIENCE

Marketing Communication Management

Marketing is the key driver to every venture — whether it’s a large corporation, small business, non-profit, or service organization. It’s also one of the most dynamic and exciting fields in business.

The Master of Science in Marketing Communication Management program provides a strong foundation in the principles and practices of marketing and public relations and focuses on current topics including social media, reputation management, innovation, and market growth. The program also includes insights and processes for creating, communicating, and delivering products and services. The curriculum topics range from understanding consumers and providing them with innovative products to building brands and leading organizations.

REQUIRED COURSES

- Business Strategy
- Communicating Effectively
- Communication Ethics and Regulations
- Creating Customer Value Through Marketing
- Final Project (Thesis)
- Public Relations Theory and Practice
- Social Media and the Business Imperative

ELECTIVE COURSES (CHOOSE 5)

- Brand Management
- Consumer Behavior
- Corporate Communications
- Generating Growth and Innovation
- Global Marketing Strategies
- Leading Effectively and Ethically
- Project Management
- Reputation Management
- Social Media Technologies
- Special Topics in Marketing

Accelerated Weekend Format

36 CREDITS
 Core Courses + Electives = Success

18 MONTHS
 Part-time Study

Account Executive, Marketing Manager, Communications, Promotions, Public Relations, Social Media, Marketing Analyst.

Lifetime career resources offered to School of Professional Studies graduates.

Visit mville.edu/SPS for course options, faculty and staff, upcoming events, and more.

To learn more, please contact:

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