

## **Brand and Media Strategy Course Schedule**

### **First year grad students:**

#### **Fall semester:**

MCOM 5200    Brand Multimedia Production

MCOM 5100    Brand Content Strategy

PUBR 5325    Brand Insight & Analytics

#### **Spring semester:**

MCOM 5080    Media Law & Ethics

MCOM 5090    Brand Content Video Production

PUBR 5310    Media Management

### **Second year grad students:**

#### **Fall semester:**

MCOM 5040    Seminar (1)    **OR**

                 MCOM 5960    Thesis (1)

MCOM 5085    Media Theory

1 Advisor approved elective course

#### **Spring semester:**

MCOM 5040    Seminar (2)    **OR**

                 MCOM 5960    Thesis (2)

\*Each course continuing from whichever was started in Fall

2 Advisor approved elective courses