

Brand and Media Strategy Course Schedule

First year grad students:

Fall semester:

MCOM 5090 Brand Storytelling
MCOM 5100 Brand Content Strategy
PUBR 5325 Brand Insight & Analytics

Spring semester:

MCOM 5080 Media Law & Ethics
PUBR 5320 PR Case Studies
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