

## Master of Science in Marketing & Communication

Course	Course Title	MCM.M1	MCM.M2	MCM.M3	MCM.M4	ILO1	ILO2	ILO3	ILO4	ILO5
MCM 707	Marketing Communication Foundations	X	X	X	X	X	X	X	X	X
MCM 713	Marketing Communication Essentials	X	X	X	X	X	X	X	X	X
MCM 727	Behavioral Research	X	X	X	X	X	X	X	X	X
MCM 711	Digital Marketing Strategies	X	X	X	X	X	X	X	X	X
MCM 721	Creative Concepts	X	X	X	X	X	X	X	X	X
MCM 723	Metrics & Analytics	X	X	X	X	X	X	X	X	X
MCM 731	Applied Marketing Comm Theory	X	X	X	X	X	X	X	X	X
MCM 733	Marketing Communication Planning	X	X	X	X	X	X	X	X	X
MCM 737	Marketing Comm Mgmt & Leadership	X	X	X	X	X	X	X	X	X
MCM 741	Marketing Communication Capstone	X	X	X	X	X	X	X	X	X

## Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

## Program Learning Outcomes

- MCM.M1 Develop research and theory-based marketing communication strategies to support organizational goals and objectives
- MCM.M2 Recommend and evaluate traditional and contemporary processes and tactics to implement marketing communication strategies
- MCM.M3 Communicate with internal and external audiences
- MCM.M4 Integrate scholarly marketing communication knowledge into marketing communication practices.