Advertising and Marketing Communications (MA)

This program is offered by the School of Communications. It is available online and at the St. Louis home campus.

Program Description

The master of arts (MA) degree in advertising and marketing communications is intended for students interested in advertising and marketing communications, with or without academic or professional experience in the field. This degree prepares inexperienced students for a successful career in advertising and marketing communications and provides experienced students with the additional theory and application necessary to advance in their careers.

Students entering this program with a strong educational background or a minimum of three years of relevant professional experience in this area may be eligible to waive one of the required core courses and should consult with a School of Communications academic advisor prior to registration to discuss their qualifications.

Our degrees are theory and application based and are not intended to be production-oriented. Students interested in developing a creative portfolio or acquiring tactical production skills may wish to consider undergraduate course work in advertising.

Learning Outcomes

Successful graduates of this program will be able to:

• Utilize essential industry terminology, theories and principles to analyze an organization's situation from a marketing communications perspective.
• Determine appropriate advertising and marketing communications objectives, strategies and tactics that anticipate consumer trends and utilize traditional and new technologies in order to accomplish an organization's marketing communications goals.
• Develop strategic, multiplatform marketing communication programs that challenge conventional thinking and foster breakthrough advertising and marketing communication strategies.
• Evaluate the effectiveness of a marketing communications plan to accomplish an organization's goals.
• Distinguish the influences of culture and international practices on global advertising and marketing communications.

Program Curriculum

Students choosing this degree may focus on either advertising or marketing communications or both.

The course of study for students working toward an MA in advertising and marketing communications:

Core Courses (24 credit hours)

• MEDC 5000 Media Communications (Requisite Course) (3 hours)
• MEDC 5310 Media and Culture (3 hours)
• ADVT 5100 Strategic Principles of Advertising and Marketing Communication* (3 hours)
• MRKT 5000 Marketing (3 hours)
• ADVT 5321 Advertising Decision-Making (3 hours)
• MEDC 5350 Media Organization and Regulations (3 hours)
• MEDC 5460 Media Research (3 hours)
• MEDC 6000 Seminar in Media Communications (3 hours)

*Note: Course may be waived for students with strong educational background or three years of relevant professional experience in advertising and marketing communications.

MEDC 5000 Media Communications is the requisite course in the advertising and marketing communications program. It examines communications theory and its application in mass media, as well as introduces students to the graduate program, describes program expectations and discusses academic preparation for MEDC 6000 Seminar in Media Communications. Therefore, students must take this course even if they have academic or professional experience in media communications.

Elective Courses (12 credit hours)

In addition to the eight core courses, MA students can choose four elective courses offered in School of Communications majors. Courses from program curricula outside the School of Communications may be considered, if appropriate and approved in advance using a program option request form. Students taking courses that are from outside the School of Communications should verify prerequisites with the appropriate school or college.

Admission

Students who are interested in applying to this degree program should see the Admission section of this catalog for general requirements.

Send all admissions materials to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.