The MS in Strategic Marketing Communications program at the Gabelli School of Business is for experienced professionals in business and marketing communications, and other related fields, who seek to master new strategies and pioneer new practices in the industry. Courses are conducted entirely online for flexibility with weekly live meetings. The program also features two unique immersion experiences in New York. Students build their networks with classmates, faculty, and the marketing and communications leaders who hold on-site visits at prominent marketing and media companies in the area.

APPLIED AND EXPERIENTIAL LEARNING

- Two required New York City immersions at the Gabelli Lincoln Center campus.
- Applied project presentations to field experts
- Networking events with high-level guest speakers

EXTRACURRICULAR ENGAGEMENT

- The Fordham Graduate Marketing Society connects students with marketing professionals and alumni through year-round networking opportunities. It also holds events such as its annual Marketing Plan Competition, Innovation Series, and career panels.
- The Fordham Media and Entertainment Alliance organizes industry-relevant conferences and events
- Collaboration with other New York City business schools allows students to expand professional networks and offers recruiting opportunities for students and alumni
- Students at a distance can attend some club events through use of technology

GMAT/GRE Waivers

AVAILABLE FOR CANDIDATES WITH RELEVANT ACADEMIC BACKGROUND AND PROFESSIONAL WORK EXPERIENCE

NEW YORK CITY IS THE MEDIA CAPITAL OF THE WORLD #1

POTENTIAL CAREER PATHS

Communications Manager, Global Group Director, Media Planning Director, Media Sales Director, Media Strategist, PR Account Director, Strategic Planning Director

FACULTY DIRECTOR SPOTLIGHT

“As marketers, we engage people and interact with them in ways that leave them better off than we found them. As an educator, I believe that learning comes from doing. I share my corporate experiences—successes and failures—with my students, and I involve them in projects so that they not only learn, but also are transformed personally by the process.”

TIMOTHY MALEFYT
Faculty Director, MS in Strategic Marketing Communications

THE MS IN STRATEGIC MARKETING COMMUNICATIONS PROGRAM combines courses from communications and media management and marketing. The program will focus on:

- Applied projects
- Contemporary research methods
- Crisis communication and leadership strategies
- Integrated marketing communications
- Leadership communication
- Marketing in the digital age
- Marketing strategy
- Persuasive corporate communications
- Social and digital media
- Understanding digital consumers

Students will also complete two immersions on site at the Gabelli School’s Lincoln Center campus in midtown Manhattan.

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