The MS in Strategic Marketing Communications at the Gabelli School of Business is for experienced professionals who seek to master new strategies and pioneer new practices in the field. Courses are conducted entirely online for flexibility, but the program features two unique three- to five-day “residencies” in New York, where students build their networks with their classmates, faculty, and the marketing and communications leaders who host on-site visits.

**FALL 2018 APPLICATION DEADLINES**

<table>
<thead>
<tr>
<th>ROUND</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIORITY</td>
<td>OCTOBER 13</td>
</tr>
<tr>
<td>ROUND 1</td>
<td>NOVEMBER 15</td>
</tr>
<tr>
<td>ROUND 2</td>
<td>JANUARY 19</td>
</tr>
<tr>
<td>ROUND 3</td>
<td>APRIL 15</td>
</tr>
<tr>
<td>ROUND 4</td>
<td>JUNE 1</td>
</tr>
</tbody>
</table>

**APPLICATION REQUIREMENTS**

- GMAT/GRE
- RÉSUMÉ
- ESSAY(S)
- LETTERS OF RECOMMENDATION (x2)
- INTERVIEW
- APPLICATION FEE: $130.00
- TOEFL/IELTS FOR INTERNATIONAL STUDENTS
- OFFICIAL UNDERGRADUATE AND GRADUATE TRANSCRIPT(S)

**FACULTY DIRECTOR SPOTLIGHT**

**TIMOTHY MALEFYT**

FACULTY DIRECTOR, MS IN STRATEGIC MARKETING COMMUNICATIONS

“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.”

**GABELLI AT A GLANCE**

<table>
<thead>
<tr>
<th>STUDENT POPULATION</th>
<th>APPLICANT ORIGINS</th>
<th>STUDENT:FACULTY RATIO</th>
<th>AVERAGE GMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE 53%</td>
<td></td>
<td>14:1</td>
<td>645</td>
</tr>
<tr>
<td>MALE 47%</td>
<td></td>
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</tbody>
</table>

**COST PER CREDIT**

- $1,495 PER CREDIT
- 33 CREDITS*

*plus any required prerequisite courses
ONLINE MS IN STRATEGIC MARKETING COMMUNICATIONS

THE GABELLI EDGE

DISCOVER GABELLI
Learn about the Gabelli School’s unique culture, values, and community by participating in Discover Gabelli, our admissions engagement experience. Visit Fordham.edu/visitGSB, and sign up for a Discover Gabelli On-Campus event in the heart of New York City for a tour, a classroom visit, a counseling session, a conversation with current students, or all of the above! If you’re not able to join us on campus, you can Discover Gabelli Off-Campus at one of our admissions events around the globe.

COFFEE CHATS
Join a member of the admissions committee in a casual and relaxed setting to learn more about our program, the admissions process, and the overall Gabelli experience!
To sign up for a Coffee Chat, go to Fordham.edu/visitGSB

POTENTIAL CAREER PATHS
Chief Media Strategist, Director of Communications, Senior Vice President of Media Sales

TARGET EMPLOYERS
Comcast, Digitas, Facebook, Google, Initiative Media, Kraft Foods, NBCUniversal

BUSINESS WITH PURPOSE
Profit is no longer enough. The global marketplace demands business leaders who can create transformational change, innovating and contributing to the greater good at once.
It’s called business with purpose. It stems from our Jesuit roots, and it’s how we cultivate leaders who have a lasting impact.

STUDENT RESOURCES
WORKSHOPS AND GROUP SESSIONS
Two brief New York City “residencies”
Project presentations to field experts
Networking events with high-level guest speakers

FORDHAM GRADUATE MARKETING SOCIETY
The Fordham Graduate Marketing Society connects students with marketing professionals, including Fordham alumni, through year-round networking opportunities. It enhances learning experiences beyond the classroom with events such as its annual Marketing Plan Competition, Innovation Series, and career panels.

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