

INTERDISCIPLINARY PROGRAM IN MARKETING, COMMUNICATION STUDIES, AND ADVERTISING

(MCA Program)

leading to a

Master of Arts (MA)

Graduate College

College of Business Administration - Marketing

College of Arts and Sciences - Communication Studies

College of Journalism and Mass Communications - Advertising

UNIVERSITY OF
Nebraska
Lincoln

University of Nebraska–Lincoln

The University of Nebraska–Lincoln, founded in 1869, is the state’s premier public, land-grant university. With a student population of about 22,000, UNL is a diverse institution whose expert staff and innovative programs reflect the University’s ongoing mission of teaching, research and service. The University is located in the state capital, Lincoln, which has a population of about 250,000.

changing times

The communication revolution of the last 25 years has dramatically reduced traditional borders and increased the free exchange of information. In particular, the practices of marketing, communication studies and advertising have changed as the speed of communication has rapidly increased. Information is readily accessible via the Internet, the World Wide Web, radio, television and satellite. All of these factors affect the way the world operates in business, government, private enterprise, public entities and the media.

The Master of Arts in Marketing, Communication Studies and Advertising is one of the few programs nationwide that integrates these three disciplines. The flexible, convenient course sequence allows students to develop skills across all three disciplines while focusing on one specific area.

Its Graduate College, which oversees all graduate programs at the University, was established earlier than any of its publicly supported counterparts in the United States.

It was also the first to be established by a university, private or public, west of the Mississippi River. The University is a member of the select Association of American Universities, which includes only forty-two of the hundreds of American institutions of higher learning.

This interdisciplinary specialization combines the skills demanded worldwide by professions today: theory, research, analysis, critical thinking, planning and leadership. The people who develop these skills are highly valued because they can think strategically and make sound business decisions.

Today’s professionals show leadership in analyzing, planning, executing and assessing communication plans. They solve problems. They anticipate and plan for change. Their total effort makes a positive difference for groups communicating with their public and private audiences. Students who complete the Masters Specialization in Marketing, Communication Studies and Advertising will find themselves well-prepared to execute their responsibilities.

the program

The Marketing, Communication Studies and Advertising specialization is a collaborative Master of Arts program by the Colleges of Business Administration, Arts and Sciences, and Journalism and Mass Communications at the University of Nebraska–Lincoln.

Designed as an interdisciplinary specialization for students working toward a masters degree, the program is designed for students who do not plan to pursue a doctorate. Students are not required to have the equivalent of a major in any of these areas. No thesis is required. Students must complete 36 credit hours and meet all the general requirements of the Graduate College’s Option II as well as meet specific requirements related to each respective major. All students take one major (6 hours required courses and an additional 12 hours from that area) and two minors (6 hours of required courses and an additional 3 hours from each of the other two areas). At least 12 hours of coursework must be in graduate-only courses. Memorandum of Courses must be filed before grades have been received in more than one half of the program. Students must take a comprehensive exam at the end of their coursework.

Working professionals who are seeking a masters degree will appreciate the convenient late afternoon and evening courses, a flexible course sequence that provides relevant, immediately applicable information and support services for part-time students.

benefits

The critical thinking, theory and strategy skills developed through the MA interdisciplinary specialization in marketing, communication studies and advertising are valuable for all professionals. In particular, this specialization is designed for individuals who want to:

- Enhance or develop skills in marketing, public relations, advertising, promotion, internal and organizational communication, sales, management or public information.
- Improve public and private communication of a business or group.
- Develop creative, effective ways to market organizations or products.
- Stay competitive in a time of rapid change.
- Lead communication efforts.
- Advance in a career field.
- Create and integrate consistent messages.
- Increase earning potential.
- Learn about topics that hold special interest.
- Network and exchange ideas with professionals and experts.
- Get a masters degree in a flexible, customized setting.

Master of Arts (MA) program requirements for all majors in the Specialization in Marketing, Communication Studies and Advertising

Requirements

Minimum: 36 hours

- 18 hours of required courses
- 12 hours from Major area
- 3 hours in related course Area I
- 3 hours in related course Area II

*At least 12 hours must be from courses open exclusively to graduate students
Comprehensive final exam*

Required courses for all masters candidates (18 hours)

- GRBA 813* Managerial Marketing
- MRKT 830* Strategic Issues in Market Communication
- COMM 852** Communication and Culture
- COMM 886** Organizational Communication
- ADVT 881 Advertising and Public Relations Research
- ADVT 884 Advertising Management

Students must earn a minimum grade of "B" in the required courses.

MARKETING

In addition to 18 hours of required courses, the Marketing major is required to take 12 hours from Marketing and 3 hours each from Communication Studies and Advertising. (Total of 36 hours)

*Denotes graduate-only courses

**Denotes graduate-only courses if taught without 400 component

Specialization core courses (12 hours):

- MRKT 821 Applied Market Research*
- MRKT 822 Survey of Buyer Behavior*
- MRKT 824 Advanced Quantitative Analysis Marketing*
- MRKT 826 Services Marketing**
- MRKT 828 Sports Marketing**
- MRKT 835 Marketing Channels and Distribution*
- MRKT 841 Marketing & Electronic Commerce**
- MRKT 850 Strategic Database Marketing**
- MRKT 855 Marketing and Globalization*

Area I Elective courses (3 hours):

- COMM 827 Instructional Communication**
- COMM 830 Political Communication**
- COMM 850 Gender and Communication**
- COMM 870 Interpersonal Communication Theory**
- COMM 885 Small Group Communication Theory**
- COMM 887 Consulting and Training in Communication**
- Other courses by permission only.

Area II Elective courses (3 hours):

- ADVT 838 Global Advertising
- ADVT 847 Strategic & Creative Concepting
- ADVT 850 Public Relations Theory, Strategy and Mngt.
- ADVT 851 Advertising and Public Relations Techniques
- ADVT 858 New Media Design
- ADVT 859 Advertising and PR for the Electronic Media
- ADVT 860 Media Planning and Strategy
- ADVT 882 Direct Advertising
- ADVT 888 Media Sales and Promotion
- ADVT 889 Advertising and Public Relations Campaigns
- ADVT 898 Special Topics
- JGRD 830 Strategic Communications: Advt. Issues & Strategies
- JGRD 831 Strategic Communications: Writing & Design
- JGRD 864 Sports Media Relations
- JGRD 898 Special Topics
- JGRD 915 Mass Communication Theory*
- JGRD 919 Methods in Mass Communication Research*
- JGRD 995 Issues in Contemporary Mass Communication*

COMMUNICATION STUDIES

In addition to 18 hours of required courses, the Communication Studies major is required to take 12 hours from Communication Studies and 3 hours each from Marketing and Advertising. (Total of 36 hours)

*Denotes graduate-only courses

**Denotes graduate-only courses if taught without 400 component

Specialization core courses (12 hours):

- COMM 827 Instructional Communication**
- COMM 830 Political Communication**
- COMM 850 Gender and Communication**
- COMM 870 Interpersonal Communication Theory**
- COMM 885 Small Group Communication Theory**
- COMM 887 Consulting and Training in Communication**
- Other courses by permission only.

Area I Elective courses (3 hours):

- MRKT 821 Applied Market Research*
- MRKT 822 Survey of Buyer Behavior*
- MRKT 824 Advanced Quantitative Analysis Marketing*
- MRKT 826 Services Marketing**
- MRKT 828 Sports Marketing**
- MRKT 835 Marketing Channels and Distribution*
- MRKT 841 Marketing & Electronic Commerce**
- MRKT 850 Strategic Database Marketing**
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- ADVT 858 New Media Design
- ADVT 859 Advertising and PR for the Electronic Media
- ADVT 860 Media Planning and Strategy
- ADVT 882 Direct Advertising
- ADVT 888 Media Sales and Promotion
- ADVT 889 Advertising and Public Relations Campaigns
- ADVT 898 Special Topics
- JGRD 830 Strategic Communications: Advt. Issues & Strategies
- JGRD 831 Strategic Communications: Writing & Design
- JGRD 864 Sports Media Relations
- JGRD 898 Special Topics
- JGRD 915 Mass Communication Theory*
- JGRD 919 Methods in Mass Communication Research*
- JGRD 995 Issues in Contemporary Mass Communication*

ADVERTISING

In addition to 18 hours of required courses, the Advertising major is required to take 12 hours from Advertising and 3 hours each from Communication Studies and Marketing. (Total of 36 hours)

*Denotes graduate-only courses

**Denotes graduate-only courses if taught without 400 component

Specialization core courses (12 hours):

- ADVT 838 Global Advertising
- ADVT 847 Strategic & Creative Concepting
- ADVT 850 Public Relations Theory, Strategy and Mngt.
- ADVT 851 Advertising and Public Relations Techniques
- ADVT 858 New Media Design
- ADVT 859 Advertising and PR for the Electronic Media
- ADVT 860 Media Planning and Strategy
- ADVT 882 Direct Advertising
- ADVT 888 Media Sales and Promotion
- ADVT 889 Advertising and Public Relations Campaigns
- ADVT 898 Special Topics
- JGRD 830 Strategic Communications: Advt. Issues & Strategies
- JGRD 831 Strategic Communications: Writing & Design
- JGRD 864 Sports Media Relations
- JGRD 898 Special Topics
- JGRD 915 Mass Communication Theory*
- JGRD 919 Methods in Mass Communication Research*
- JGRD 992 Professional Project
- JGRD 995 Issues in Contemporary Mass Communication*

Area I Elective courses (3 hours):

- COMM 827 Instructional Communication**
- COMM 830 Political Communication**
- COMM 850 Gender and Communication**
- COMM 870 Interpersonal Communication Theory**
- COMM 885 Small Group Communication Theory**
- COMM 887 Consulting and Training in Communication**
- Other courses by permission only.

Area II Elective courses (3 hours):

- MRKT 821 Applied Market Research*
- MRKT 822 Survey of Buyer Behavior*
- MRKT 824 Advanced Quantitative Analysis Marketing*
- MRKT 826 Services Marketing**
- MRKT 828 Sports Marketing**
- MRKT 835 Marketing Channels and Distribution*
- MRKT 841 Marketing & Electronic Commerce**
- MRKT 850 Strategic Database Marketing**
- MRKT 855 Marketing and Globalization*

flexibility

The flexibility of this program provides opportunities for students to gain an interdisciplinary background. Students meet personal and professional goals by choosing the combination of courses that best meets their specific needs.

Department of Marketing

College of Business Administration Marketing majors build their program around courses covering marketing, promotion, buyer behavior, quantitative analysis marketing, channels and distribution, sales and sales management, international marketing and marketing communication strategies. For admission into CBA, students must normally have graduated from an accredited institution with a degree in business administration. Students applying to the MA program who are not graduates of an American Assembly of Collegiate Schools of Business accredited college or school of business administration will be required to complete the Common Body of Knowledge (CBK) courses. The CBK consists of the following classes: BLAW 371 (Legal Environment); ACCT 201 and 202 (Principles) or 306; ECON 211 and 212 (Principles) or 210; 215 (Statistics); FINA 361 (Finance); MRKT 341 (Marketing); MNGT 360 (Managing Behavior in Organizations); MNGT 245 (Elementary Quantitative Methods); and MNGT 331 (Operations and Resource Management). Also required are calculus, speech, and computer proficiency. In addition to CBK courses, if you have not completed a business policy course, you will need to take GRBA 853, Strategic Management and Business Policy. Any deficiencies will be taken as undergraduate classes and must be completed prior to starting the MCA Program coursework.

Department of Communication Studies

College of Arts and Sciences Communication Studies majors develop in-depth skills by studying human, interpersonal, small group, organizational, communication theory, and experimental research, consulting and training in communication and organizational communication perspectives, problems, issues, and current research.

Department of Advertising

College of Journalism and Mass Communications Advertising majors concentrate on advertising and public relations theory, strategy and management. They learn effective techniques to implement advertising and public relations campaigns in a variety of media.

admission

To see information from UNL's Office of Graduate Studies and to submit an online application, go to:

www.unl.edu/gradstudies/

Complete the application for graduate admission online. Send two official transcripts from each college or university you have attended to:

Office of Graduate Studies
University of Nebraska–Lincoln
1100 Seaton Hall
Lincoln, NE 68588-0619

The following items should be submitted thru UNL's GAMES application system:

- Three letters of reference (two from academic institutions, if possible)
- Scores on a standardized examination (GRE for Communication Studies and Advertising or GMAT for Marketing)
- Resume
- Statement of Interest
- Writing and work sample

There is no guarantee of ultimate admission to a degree program from a nondegree status; nor is there any guarantee that credits earned as a non-degree student will be applied toward a graduate degree. Admission to a degree program must be gained prior to the accumulation of half of the hours required for the MCA program. Some of the graduate-level hours taken by non-degree objective students with post-baccalaureate status prior to admission to the degree program may be included in the program of studies at the discretion of the major and/ or minor department and the approval of the Dean of Graduate Studies.

Students are responsible for meeting requirements as stated in the University of Nebraska–Lincoln Graduate Studies bulletin at the time of admission to the program. The work required for a master's degree must be completed within 10 consecutive calendar years. Coursework exceeding 10 years will not apply toward partial fulfillment of the degree requirements for master's degrees at the University of Nebraska–Lincoln.

Based on the area you wish to major in, send your materials to the appropriate department:

Advertising

Director of Graduate Studies
University of Nebraska–Lincoln
Department of Advertising
147 Andersen Hall
Lincoln, NE 68588-0443
Deadlines: Oct. 15 & March 15

Communication Studies

Director of Graduate Studies
University of Nebraska–Lincoln
Department of Communication Studies
433 Oldfather Hall
Lincoln, NE 68588-0329
Deadlines: Nov. 1 & March 1

Marketing

Director of Graduate Studies
University of Nebraska–Lincoln
Department of Marketing
310 College of Business Administration
Lincoln, NE 68588-0492
Deadlines: Oct. 15 & March 15

financial aid

Financial aid may be available to assist students in meeting the costs of tuition, fees and other academic expenses. Contact the Office of Scholarships and Financial Aid for information on financial resources and application procedures.

Office of Scholarships and Financial Aid
University of Nebraska–Lincoln
17 Canfield Administration Building
P.O. Box 880411
Lincoln, NE 68588-0411
Phone: (402) 472-2030
or toll-free (800) 742-8800, Ext. 2030

more information

For more detailed information or for advising assistance on the Masters Specialization program, please contact:

Advertising: 472-3041

<http://journalism.unl.edu/students/grad/ad/mca.shtml>

Communication Studies: 472-2070

<http://www.unl.edu/cs/grad/>

Marketing: 472-2316

<http://www.cba.unl.edu/dept/marketing/programs/masters.aspx>

The University of Nebraska-Lincoln does not discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.



