

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

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 (18 hours in one area) and two minors (9 hours each from 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.

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.
- Create and integrate consistent messages.
- Lead communication efforts.
- Advance in a career field.
- Increase earning potential.
- Network and exchange ideas with professionals and experts.
- Learn about topics that hold special interest.
- Get a masters degree in a flexible, customized setting.

benefits

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
- 9 hours in related course Area I
- 9 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 & 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**
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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 & 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.

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

Upon request, the Journalism and Mass Communications graduate office will send you a packet of information. To see information from UNL Graduate Admissions, and to submit an online application, go to <http://www.unl.edu/gradstudies>.

Complete the Graduate Application online. Send two official transcripts from each college or university you have attended to:

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

There is no guarantee of ultimate admission to a degree program from a non-degree 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.

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

Advertising

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

Please refer to the Graduate Bulletin for more information.

The \$45 application processing fee can be paid online. The Graduate Studies Web site has more information about the application process and additional information for international students.

The Director of Graduate Studies of your selected major (Marketing, Communication Studies or Advertising) should receive from you:

- 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).
- Statement of interest.
- Resume.
- Writing and work sample.

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 in Journalism and Mass Communications. 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.

Communication Studies

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

Marketing

Director of Graduate Studies
Department of Marketing
310 College of Business Administration
University of Nebraska – Lincoln
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

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://www.unl.edu/journalism/graduate.shtml>

Communication Studies: 472-2070
<http://www.unl.edu/cs/grad/gradover.html>

Marketing: 472-2316
<http://www.cba.unl.edu/dept/marketing/mba.html>