

MARKETING COMMUNICATIONS LEADERSHIP

Master of Science



FLEXIBLE

One weekend a month on campus (9 a.m.–5 p.m.), plus online.



ACCELERATED

Can be completed in 20 months.



SUPPORTIVE

Cohort program experience builds network of peers.



ACCESSIBLE

No GMAT/GRE entrance test required.

Disruptive technologies and continuous innovation constantly change buyer preferences. Today's marketing leaders must quickly analyze trends and proactively spearhead changes in order to thrive in a rapidly fluctuating environment. The M.S. Marketing Communications Leadership program provides unique and highly-demanded marketing skills while developing leadership abilities to drive high performance for clients and firms. Graduates of this program will effectively steer marketing teams toward success in an unceasingly competitive environment.

KEY FEATURES

- Gain media expertise to efficiently reach customers, digital marketing mastery to optimize returns on investment, effective persuasive skills to motivate consumers.
- Acquire team-building, consulting, and other leadership skills in an experiential environment.
- ACT (Action Learning, Competencies, Teamwork) is the program's learning foundation: The use of action learning, with a focus on competency development, working in a team-based classroom environment.
- Accelerated two-year cohort program that meets one weekend per month.
- Focuses on providing an integrated experience for students so that their experience will be consistent throughout the program and adds convenience and service to make their experience in the program seamless and pleasant.

IDEAL FOR

- Recent grads with bachelor's in marketing, communications, or graphic design
- Account executives, managers, directors, supervisors
- Graphic artists, visual communication designers, creative directors
- Social media specialists/directors
- Digital marketing specialists, search engine optimization experts/directors
- Information system and technology specialists/directors
- Public relations, content marketing specialists/directors

OUTCOMES

- Develop superb media and digital marketing skills
- Exhibit formidable persuasion talents
- Demonstrate effective team leadership and consulting talents

Learn More
NAZ.EDU/MCL

FIRST YEAR CURRICULUM

| | | |
|--------|-------------------------------------|--------------------------------|
| Fall | Leadership Assessment & Development | Consumer Behavior & Insights |
| Spring | Marketing Research & Strategy | Media & Communication Planning |
| Summer | Creativity & Design Thinking | Persuasive Communications |

SECOND YEAR CURRICULUM

| | | |
|--------|----------------------------|-------------------------------------|
| Fall | Digital Marketing | Media Analytics |
| Spring | Team & Conflict Management | Marketing Organizational Consulting |

"Marketing is a rapidly changing industry. **We need change agents,** not just marketing specialists, to see what's around the next corner and lead clients through tumultuous times."

PETER INFANTE, retired Chief Strategy Officer at Butler/Till

HOW TO APPLY

Get started with application details and deadlines at: naz.edu/grad-apply



Program Contact

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ADVISORY BOARD

Developed by and for the local marketing industry

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Learn More

[NAZ.EDU/MCL](https://naz.edu/mcl)



PLAN A CAMPUS VISIT

naz.edu/grad-visit
gradadmissions@naz.edu
call/text 585-763-0109



MEET FOR COFFEE

Pick a date, time, and place in the Rochester area to meet for a NazGrad Coffee Chat, and the coffee will be on us. Contact Jori Cincotta, Graduate Enrollment Rep, at jcincot0@naz.edu or call/text 585-763-0109.



MORE OPPORTUNITIES

Information sessions and open houses throughout the year. Learn more and sign up at naz.edu/grad-visit