

# STRATEGIC BRAND COMMUNICATIONS, MS

for the degree of Master of Science in Strategic Brand Communication (online)

This Master of Science in Strategic Brand Communication (MS SBC) degree is an online program within the Charles H. Sandage Department of Advertising in the College of Media. Graduates from this program receive the MS SBC degree awarded by the Graduate College. Strategic Brand Communication (SBC) is a data-driven, purposeful conversation with a brand's stakeholders. SBC combines traditional advertising practices with contemporary business thinking that pertains to delivering consistent, meaningful messages to consumers. In so doing, SBC seeks to integrate multiple consumer contact points that occur through the purchase of commercial messages in paid, earned, and owned media to deliver persuasive and impactful statements about brands and companies.

This management process integrates all aspects of strategic brand marketing communications such as advertising, public relations, digital media, social media, promotion, and revenue development marketing. Such integration impacts a firm's business-to-business, marketing channel, customer-focused, and strategic integrated communications.

The MS SBC degree program is designed for working professionals. The online program is designed to be completed in 16 months. The curriculum will prepare students to: be strategic leaders in an ever-changing global media environment; be analytic and integrative thinkers; be effective brand communicators and managers; respond agilely to new technologies, emerging media, new demographics, and market trends; be team-oriented in their approach to management and communications; and be prepared to continue to learn as the media environment evolves.

## Admission

To be admitted into this program, applicants are expected to have a minimum grade point average of at least 3.0 (A = 4.00) for the last two years of undergraduate study and a 3.0 for any previous graduate work completed. All applicants whose native language is not English must submit a minimum Test of English as a Foreign Language (TOEFL) score of at least 102 (iBT), 253 (CBT), or 610 (PBT); or minimum International English Language Testing System (IELTS) academic exam scores of 6.5 overall and 6.0 in all subsections. Prerequisite: course in Statistics or Calculus from an accredited institution. The admissions criteria will be based upon an evaluation of each applicant's academic and professional experience, GPA, English aptitude, and letters of recommendation. A minimum GPA of 2.75 is required for continued enrollment.

## Graduate Programs in Advertising

- Advertising, MS (<http://catalog.illinois.edu/graduate/media/advertising-ms/>)
- Strategic Brand Communications, MS (p. 1)

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For additional details and requirements refer to the department's program information online and the Graduate College Handbook (<http://www.grad.illinois.edu/gradhandbook/>).

Code	Title	Hours
<b>Core Courses</b>		
SBC 500	Strategic Brand Communication Essentials	2
SBC 501	Strategic Branding: Global Perspectives	2
SBC 502	Business of Brands	3
SBC 503	Consumer Insights I	2
SBC 504	Managing Projects & Teams	3
SBC 505	Consumer Insights II	3
SBC 506	Measurement and Evaluation	3
SBC 507		3
SBC 508	Promotional Strategy	3
SBC 509	Digital Media and Brand Reputation Management	3
SBC 511	Strategic Analytics & Data Visualization	3
<b>Project</b>		
SBC 512	Professional SBC Capstone Project	2
<b>Total Hours</b>		<b>32</b>

Code	Title	Hours
<b>Other Requirements</b>		
Minimum 500-level Hours Required Overall		32
Minimum GPA		2.75

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Students graduating with a Master of Science in Strategic Brand Communication will be able to:

1. Demonstrate strategic leadership in navigating and adapting to the evolving global media environment.
2. Employ analytic and integrative thinking to assess and solve complex brand communication challenges.
3. Exhibit proficiency in brand communication and management to effectively convey brand messages and maintain brand consistency.
4. Adapt quickly to new technologies, emerging media, demographic shifts, and market trends to innovate and stay competitive.
5. Work collaboratively within teams to manage and execute communications strategies effectively.
6. Commit to lifelong learning and continuous development to keep pace with changes in the media environment.

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## **Charles H. Sandage Department of Advertising**

Head of Department of Advertising: Michelle Nelson

Director of Graduate Studies: Chang-Dae Ham

Program Coordinator: Brooke Bear

Strategic Brand Communications website (<https://sbc.illinois.edu/>)

Strategic Brand Communications faculty (<https://sbc.illinois.edu/people/>)

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(217) 333-1602

## **College of Media**

College of Media website (<https://media.illinois.edu/>)

## **Admissions**

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)