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. The degree program launched in December 2016 and 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.

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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/).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>SBC 500</td>
<td>Strategic Brand Communication Essentials</td>
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SBC 501 Strategic Branding: Global Perspectives 2
SBC 502 Entrepreneurship in Business 3
SBC 503 Consumer Insights I 3
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 2

Project

SBC 512 Professional SBC Capstone Project 2

Total Hours 32

Other Requirements
Minimum 500-level Hours Required Overall 32
Minimum GPA 2.75

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1. Intellectual reasoning and knowledge
2. Creative inquiry and discovery
3. Effective collaboration and communication
4. Effective leadership and community engagement within the program and as a working professional
5. Social, cultural and global understanding of the branding industry

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Programs in Advertising

Undergraduate Programs:
- majors:
  - Advertising, BS (http://catalog.illinois.edu/schools/media/academic-units/advertising/#undergraduatetext)
  - Computer Science & Advertising, BS (http://catalog.illinois.edu/undergraduate/media/departments/advertising/csadv/)
- minors:
  - Media (http://catalog.illinois.edu/undergraduate/media/minors/media/)
  - Public Relations (http://catalog.illinois.edu/undergraduate/media/minors/public-relations/)

Graduate Programs:
- majors:
  - Advertising, MS (http://catalog.illinois.edu/graduate/media/advertising-ms/)
  - Strategic Brand Communication, MS (p. 1)

Information listed in this catalog is current as of 09/2023
Department of Advertising
Head of Department of Advertising: Mike Yao
Academic Director: Shachar Meron
Program Coordinator: Brooke Bear
Strategic Brand Communication website (https://sbc.illinois.edu/)
Strategic Brand Communication faculty (https://sbc.illinois.edu/people/)
119 Gregory Hall, 810 S. Wright Street, Urbana, IL 61801
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/)

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