

FAFSA REMINDER:

All new and returning students need to fill out the FAFSA [[link: https://www.loyno.edu/fafsa-2024](https://www.loyno.edu/fafsa-2024)] to ensure proper distribution of your financial aid.

Build your career on what sets you apart.



[Home](#) > [Academics](#) > [Colleges](#) > **Master of Science in Marketing and Communications (Online)**

Master of Science in Marketing and Communications (Online)

Get your message out to the world. Accelerate your career in communications and marketing.

Expand your industry expertise and develop your strengths as a leader. Our online master of science in marketing and communications degree from Loyola University New Orleans will help you connect your creativity to your career goals with a customizable program based on your interests.

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- Choose from a marketing or communications track, or build your own curriculum tailored to your goals.
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- Apply with no GMAT/GRE required so you can focus on the skills that are most relevant to your career.
- Complete the 30-credit program in as little as one year, or take your time and earn your degree over two years. Choose from spring and fall start options.

OK, I AGREE

This versatile master's program is ideal for working professionals in marketing, public relations, and advertising—or recent undergraduates in marketing, journalism, communications, and general business. You'll grow your professional network while you study and examine the technical marketing strategies and communication skills that are vital to our modern workforce.

Popular Destinations ✓

Request Information

Start the conversation — learn more about your program of interest.

GET FREE INFO

How to Apply

Review the admission requirements for Loyola's online master of science in marketing and communications.

ADMISSION REQUIREMENTS

An interdisciplinary approach to marketing and communications.

Flexible online classes taught by experts.

You'll benefit from the best of two Loyola colleges—the College of Music and Media and the College of Business—connecting you to diverse faculty who bring real-world experiences in marketing, business, media, and communications to the classroom.

As part of a dedicated cohort group, you will have the opportunity to build relationships with your peers through interactive discussion boards and online collaboration tools. Our immersive program includes virtual field trips to local newsrooms, guest lectures with industry leaders, and projects working with real clients in New Orleans.

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Degree Overview

30 Credits

MASTER OF SCIENCE IN MARKETING AND COMMUNICATIONS

Loyola's online master of science in marketing and communications consists of 30 credit hours, which includes:

- Core Courses (15 credit hours)
- Elective Courses (9 credit hours)
- Marketing and Communications Capstone Project (6 credit hours)

Check out the **University Bulletin**

[link: <http://bulletin.loyno.edu/graduate-bulletin/business#ms-marketing-communications>] to view further curriculum information about Loyola's online master of science in marketing and communications program and download a degree worksheet.

Core Courses

15 Credits

MASTER OF SCIENCE IN MARKETING AND COMMUNICATIONS

Core Courses (15 credits)

Dive into the real-world business and communications topics that will allow you to make lasting impacts on consumers and the marketplace

- BA B601 Applied Business Mathematics
- MKT B700 Strategic Marketing
- MKT B820 Digital Marketing & Analytics
- CMMN A600 State of Journalism & Mass Communications
- CMMN A782 Social Media

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Elective Courses & Capstone

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15 Credits

MASTER OF SCIENCE IN MARKETING AND COMMUNICATIONS

- **Elective Tracks (9 credits)**

Choose one of the following tracks:

Communications Track

- CMMN A735 Ethics & Diversity (3 credits)
- CMMN A810 Crisis Communication (3 credits)
- CMMN A820 Corporate & Social Responsibility (3 credits)

Marketing Track

- BA B750 Competitive Strategy (3 credits)
- MGT B700 Organizational Leadership (3 credits)
- MKT B825 Consumer Analysis & Research (3 credits)

Design Your Own Track

- Choose 9 credits of electives in consultation with your academic advisor

Capstone Course (6 credits)

- MKT/CMMN 890 Marketing & Communications Capstone Project

Take the Lead in Your Career

DISCOVER YOUR FULL POTENTIAL

Earning your master's in marketing and communications can prepare you for a wide range of careers. Graduates may pursue any of these roles:

- Newsroom coordinator/director
- Market research analyst
- Marketing specialist/manager
- Survey researcher
- Public relations specialist/manager
- Fundraising manager
- Advertising manager
- Promotions manager

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- Advertising sales executive

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Accreditation and National Recognitions



[link: <https://www.qualitymatters.org/>]



[link: <https://sacscoc.org/>]

Our students can go into these careers:



Advertising and Promotions Managers

\$36 per hour

Median Salary

5

Job
Openings

58

Currently
Employed

Top Skills [?]

Marketing
Communication
Management

Sales
Digital Marketing

8%

Projected outlook

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How a Loyola Master's Stands Out

BECOME A CHANGEMAKER FOR GOOD

With our Jesuit values at the core of our curriculum, you'll develop social responsibility, ethical decision-making, and critical thinking skills to make a positive impact in the world. Lead in service to others and apply your creative energy to help your community. You'll graduate with a Certification in Ethical Leadership from the NASBA Center for Public Trust—a national leader in ethical business practices.

Our Jesuit Identity [\[link: /our-community/jesuit-identity\]](/our-community/jesuit-identity)

You have the creative vision.

We'll help equip you with the knowledge and technical skills to take the next step in your career.

Whether you aspire to be a content creator, market researcher, or newsroom coordinator, earning your master's degree can help you prepare for competitive roles in marketing and communications—or inspire you to create your own. You'll build your portfolio, gain professional certifications, and meet peers and professors who will push you to be your best. Find your path forward with the online master's in marketing and communication from Loyola University.

Contact Us

Get in touch with one of our enrollment specialists – we are here to support you.



[\[link: mailto:enrollonline@loyno.edu\]](mailto:enrollonline@loyno.edu)

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