



University of Illinois at Urbana-Champaign Master of Science - Strategic Brand Communication

Program Description



Today's executives need to know the latest digital technologies, techniques and strategies to market, advertise and consistently deliver brand communication that impacts revenue growth. The online Master of Science in Strategic Brand Communication is a 32-credit hour, interdisciplinary degree offered through a partnership between the Department of Business Administration in the Gies College of Business and the Charles H. Sandage Department of Advertising in the College of Media. Designed for working professionals and offered fully online, the SBC degree may be completed within 15 months.

Learn to:

- Effectively drive brand messaging and content across all channels
- Refine analytic and integrative capabilities
- Respond to new technologies, emerging media and market trends
- Leverage advertising, social, digital and mobile
- Acquire senior leadership and management skills
- Develop and manage the brand communication process

Admission Requirements

You must have earned a bachelor's degree from an accredited institution in the United States or an equivalent degree from an accredited institution in a foreign country. If you earned your degree(s) outside the United States, refer to the following webpage for academic requirements by country:

<http://www.grad.illinois.edu/admissions/countries>

You must have maintained a grade point average of at least 3.0 (A=4.0), or comparable GPA for an international applicant, for the last two years of undergraduate study.

Admission Materials Required:

- Transcripts - All applicants must send official transcripts for all completed university coursework and certification of degree (for international students only) for all completed degree programs.
- Three letters of Recommendation
- Essay - All MS-SBC applicants will be required to submit one essay. The topic will be available in the application.
- CV/Resume
- Test Scores - Test scores are not required. If you have GMAT or GRE scores, you can include them with your application, however they are not required.

Non-native English speakers will be required to submit a Test of English as a Foreign Language (TOEFL) score or International English Language Testing System (IELTS) scores.

Degree Requirements

Blending the best of two worlds, our SBC courses are taught by faculty from both the Department of Business Administration in the Gies College of Business and the Sandage Department of Advertising in the College of Media, as well as by brand marketing, advertising and multimedia industry leaders. You will be positioned to benefit from all the latest expertise, research and practical applications in the field, in order to become prepared to lead brand communications across all channels and drive growth.

With a curriculum that combines elements of a traditional Master's degree in business, marketing, and advertising, you will be prepared to:

- Strategically lead in an ever-changing, global multimedia environment
- Think in terms of developing innovative and integrative solutions
- Effectively manage brand messaging and content throughout diverse industries
- Respond effectively to new technologies, emerging media and market trends
- Become skilled in business management, leadership and orchestrating successful teams
- Be a global brand leader in integrated marketing and advertising communications\

To complete the MS SBC degree, students will take 32 hours of coursework – 16 hours taught by faculty in advertising/media and 16 taught by faculty in business administration. A professional capstone project is designed to give students practical skills in applying the lessons learned before graduation. All courses are required; there are no electives, as the emphasis in diverse global disciplines are built into the curriculum. Students must also maintain a minimum GPA of 2.75 to be eligible for graduation.

Course List

Students in the MS SBC program will take the following courses to successfully complete the degree.

- SBC 500, Strategic Brand Communication Essentials, 2 credits
- SBC 501, Strategic Branding: Global Perspectives, 2 credits
- SBC 502, Essentials of Business Management, 3 credits
- SBC 503, Consumer Insights I, 3 credits
- SBC 504, Managing Projects and Teams, 3 credits
- SBC 505, Consumer Insights II, 3 credits
- SBC 506, Measurement and Evaluation, 3 credits
- SBC 507, Promotional Strategy, 3 credits
- SBC 508, Messaging Strategy, 3 credits
- SBC 509, Strategic Media Management, 3 credits
- SBC 511, Strategic Analytics & Data Visualization, 2 credits
- SBC 512, SBC Professional Capstone Project, 2 credits

Program Contacts

Program Coordinator

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College of Media
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Graduate College

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Program URL: <https://sbc.illinois.edu/>