# Advertising and Brand Responsibility (MA)

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Based at our Eugene campus, this one-year, full-time master's program in Advertising and Brand Responsibility operates on the idea that successful brands in the twenty-first century must be authentic and committed to the common good and the benefit of society. Diverse brands such as Nike, Patagonia, Cheerios, and Yoplait have successfully addressed social issues while building brand equity by recognizing the power of persuasive communication in making the world a better place.

Coursework examines the theory and practice of persuasive communication and brand responsibility; students participate in a three-term seminar that trains students in best practices in planning, brand management, and creative marketing. The course of study concludes with a professional project in which students develop a campaign, a research paper, or some other effort on brand responsibility under the guidance of an advisor. Students must earn at least 46 graduate credits.

## Admission Process

Please visit the program's website (https://journalism.uoregon.edu/academics/graduate-programs/advertising-and-brand-responsibility/).

## Master's Degree in Advertising and Brand Responsibility

This Eugene-based program leads to a master of arts or master of science degree in advertising and brand responsibility. This one-year, full-time program operates on the idea that successful brands in the 21st century must be authentic and committed to the common good and the benefit of society. Diverse brands such as Nike, Patagonia, Cheerios, and Yoplait have successfully addressed social issues while building brand equity by recognizing the power of persuasive communication in making the world a better place.

Course work examines the theory and practice of persuasive communication and brand responsibility; students participate in a three-term seminar that trains students in best practices in planning, brand management, and creative marketing. The course of study concludes with a professional project in which students develop a campaign, a research paper, or some other effort on brand responsibility under the guidance of an advisor.

Applicants should have an interest in the field and some background, either professional or academic, in advertising, public relations, marketing, or strategic communication.

Candidates for this degree must earn at least 46 credits with a cumulative GPA of 3.00 or better. Courses that do not carry graduate credit are not included in the GPA.

See the School of Journalism and Communication website for more detailed and up-to-date information about application requirements, the curriculum, and final project options.

## Master's Degree Requirements

| Code | Title | Credits |
|---|---|---|
| J 557 | Curiosity for Strategists | 4 |
| J 560 | Brand Development: [Topic] (Advertising and Culture) | 4 |
| J 594 | Strategic Communications Research | 4 |
| J 607 | Seminar: [Topic] (Brand Responsibility) [1] | 12 |
| J 609 | Terminal Project | 6 |
| J 611 | Mass Communication and Society | 4 |
| Electives chosen in consultation with an advisor [2] | | 12 |
| **Total Credits** | | **46** |

1. Yearlong course.
2. Electives include courses in green brand strategy, writing design concepts, quantitative and qualitative methods, "ideasmithing," interactive media, and courses taught as part of the strategic communication master's program such as Introduction to Strategic Communication Marketing (J 616), Strategic Communication Management (J 618), or Strategic Communication: [Topic] (J 624).