Advertising and Brand Responsibility (MA)

https://journalism.uoregon.edu/academics/graduate-programs/advertising-and-brand-responsibility (https://journalism.uoregon.edu/academics/graduate-programs/advertising-and-brand-responsibility/)
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Based at our Eugene campus, this one-year, full-time master's program in Advertising and Brand Responsibility (MABR) operates on the idea that successful brands in the twenty-first century must be authentic and committed to the common good and benefit of society. Issues of sustainability, social justice, and equity can and should be strategic considerations for brands, people and organizations. Who can help shape these ideas during challenging times? This degree prepares students for these career opportunities. This industry must have talented people ready to consider these important considerations in a strategic manner.

Coursework examines the theory and practice of persuasive communication and brand responsibility. Students participate in a three-term seminar that trains them in best practices in planning, brand management, and creative messaging. The course of study concludes with a professional project in which students develop a campaign, a research paper, audience or thematic guidebook, 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.

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.

Degree Requirements

In order to maintain academic standing as a graduate student, all students must meet the requirements specified by the Division of Graduate Studies (DGS) and the SOJC:

- Per DGS policy, graduate students must maintain at least a 3.0 grade point average (GPA) in graduate courses.
- Grades of D+ or lower for graduate courses are not accepted for graduate credit but are computed in the GPA. A grade of N (no pass) is not accepted for graduate credit.
- A grade of pass (P) must represent work equal to or better than a B-.
- Per DGS policy, a GPA below 3.0 at any time during a graduate student's studies or the accumulation of more than five credits of N or F grades--regardless of the GPA--is considered unsatisfactory.
- At least 46 graduate (500 & 600-level) credits (49 if completing a thesis rather than a terminal project)
- At least 24 credits must be graded
- At least 9 credits at at 600-level
- At least 6 credits of JCOM 609 or 9 credits of JCOM 503

Master's Degree Requirements

Code	Title	Credits
Required Classes		
JCOM 611	Media and Society	4
JCOM 610	Experimental Course: [Topic] (Technology & Culture)	4
JCOM 607	Seminar: [Topic] (Brand Responsibility Seminar) [1]	12
JCOM 570	Strategic Communications Research Methods	4
JCOM 610	Experimental Course: [Topic] (Advanced Curiosity for Strategists)	4
JCOM 609	Terminal Project [3]	6-9
or JCOM 503	Thesis	
Electives [2]		**12**
Total Credits		**46-49**

1 Yearlong course. Required for every term (Fall, Winter, Spring).
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 (JCOM 616), Strategic Communication Leadership (JCOM 618), or Strategic Communication: [Topic] (JCOM 624).
3 With program director approval, students may substitute 6 credits of JCOM 609 Terminal Project for 9 credits of JCOM 503 Thesis, which means that at least 49 graduate credits must be completed.