



ROBERTS WESLEYAN COLLEGE

MASTERS OF SCIENCE in STRATEGIC MARKETING GROUPS STARTING DURING THE 2018-19 ACADEMIC YEAR

Term I

		Student Fee			\$300
MOD 1	MKT 500	Strategic Marketing	Credits =	3	\$2,496
MOD 2	MKT 510	Corporate Marketing Practices	Credits =	3	\$2,496
MOD 3	MKT 520	Marketing Research	Credits =	3	\$2,496
			Sub Total		\$7,788
		If you take Federal Loans to cover the balance (\$ 7,872 gross)			<u>-\$7,788</u>
			Balance		\$0

Term II

MOD 4	MKT 530	Consumer and Audience Behavior	Credits =	3	\$2,496
MOD 5	MKT 540	Strategic Brand Management	Credits =	3	\$2,496
MOD 6	MKT 560	Creative Marketing and Message Strategy	Credits =	3	\$2,496
			Sub Total		\$7,488
		If you take Federal Loans to cover the balance (\$ 7,568 gross)			<u>-\$7,488</u>
			Balance		\$0

Term III

MOD 7	MKT 570	Strategic Digital Marketing	Credits =	3	\$2,496
MOD 8	MKT 550	Advertising	Credits =	3	\$2,496
MOD 9	MKT 580	Integrated Marketing Communications	Credits =	3	\$2,496
			Sub Total		\$7,488
		If you take Federal Loans to cover the balance (\$ 7,568 gross)			<u>-\$7,488</u>
			Balance		\$0

Term IV

MOD 10	MKT 590	Strategic Management	Credits =	3	\$2,496
MOD 11	MKT 585	Assessing Marketing Performance	Credits =	3	\$2,496
MOD 12	MKT 600	Emerging Marketing Theory and Practice	Credits =	3	\$2,496
			Sub Total		\$7,488
		If you take Federal Loans to cover the balance (\$ 7,568 gross)			<u>-\$7,488</u>
			Balance		\$0

\$ 832 per credit

Program Total	\$30,252
If you take the Federal Loans	<u>-\$30,252</u>
Balance	\$0

Additional Federal Unsubsidized Loans available (\$ 10,424 gross) NET Loan \$10,312

MKT 585 Assessing Marketing Performance