



**Drake University**  
**School of Journalism and Mass Communication**  
**Master of Arts in Communication**  
 Brand Communication  
 Program Worksheet

Name:	ID:	Date:
Phone:	Drake Email:	Alt Email:
Advisor:	Advisor's Contact Info:	

<b>DEGREE REQUIREMENTS</b>			<b>33 Total Credits</b>	
			<i>Needed</i>	<i>Completed</i>
<b>Core Coursework</b>			<b>12 Credits</b>	
MAC 202: Social Responsibility in Communication	3			
MAC 203: Applied Communication Theory and Research	3			
MAC 207: Advanced Writing and Strategic Message Design	3			
<b>Brand Communication Coursework</b>			<b>9 Credits</b>	
MAC 204: Innovation and Change in Contemporary Communication	3			
MAC 206: Digital Media Strategies	3			
MAC 210: Visual Communication	3			
<b>Elective Coursework (Course Number and Title)</b>			<b>9 Credits</b>	
	3			
	3			
	3			
	3			
<b>Capstone</b>			<b>3 Credits</b>	
MAC 217: Capstone	3			
<b>TOTAL</b>				

**Notes:**