



BIC - MPS in Branding + Integrated Communications		
Fall 2024 through Spring 2026, Inclusive		
<u>Fall 2024</u>		
Course Number	Course Title	Instructor
MCA B2000	Research & Awareness	TBA
MCA B2001	Strategy & Measurement	TBA
MCA B2002	Idea Development	TBA
MCA B2002	Idea Development	Alcide, Natalie
MCA B3021	Internal Corporate Branding	TBA
MCA B3011	Multi-Media Executions	TBA
MCA B3001	Relationship Building: The Business of Brands	TBA
MCA B3031	Integrated Media Planning	TBA
MCA B3201	BIC Campaign Non-Profit	TBA
MCA B9351	BIC Graduate Internships	TBA
MCA B9353	BIC Graduate Internships	TBA
MCA B9851	BIC Independent Study	TBA
MCA B9853	BIC Independent Study	TBA
<u>MCA Spring 2025</u>		
Course Number	Course Title	Instructor
B2003	Brand Experience	TBA

B3002	Consumer Behavior & Persuasion	TBA
B3003	Internal Management	TBA
B3010	Creative Concepts	TBA
B3022	PR Branding Campaigns	TBA
B3030	Data Analysis & Optimization	TBA
B2054	Creative Round Robin	TBA
B3012	Design & Portfolio	TBA
B3032	Media Investment Strategies	TBA
B3020	Branding Influentials	TBA
B3202	BIC Campaign Corporate	TBA
B2055	Portfolio Thesis: Creative	TBA
B2056	Portfolio Thesis: Management/Brand Strategy/PR	TBA
B2056	Portfolio Thesis: Management/Brand Strategy/PR	TBA
B2058	Portfolio Thesis: Media	TBA
MCA B9351	BIC Graduate Internships	TBA

MCA B9353	BIC Graduate Internships	TBA
MCA B9851	BIC Independent Study	TBA
MCA B9853	BIC Independent Study	TBA
<u>Fall 2025</u>		
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B3001	Relationship Building: The Business of Brands	TBA

B3031	Integrated Media Planning	TBA
B3201	BIC Campaign Non-Profit	TBA
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MCA B9353	BIC Graduate Internships	TBA
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MCA B9853	BIC Independent Study	TBA

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<u>Spring 2026</u>		
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Course Number	Course Title	Instructor
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B3022	PR Branding Campaigns	TBA
B3030	Data Analysis & Optimization	TBA
B2054	Creative Round Robin	TBA
B3012	Design & Portfolio	TBA
B3032	Media Investment Strategies	TBA
B3020	Branding Influentials	TBA
B3202	BIC Campaign Corporate	TBA
B2055	Portfolio Thesis: Creative	TBA
B2056	Portfolio Thesis: Management/Brand Strategy/PR	TBA
B2056	Portfolio Thesis: Management/Brand Strategy/PR	TBA
B2058	Portfolio Thesis: Media	TBA

MCA B9351	BIC Graduate Internships	TBA
MCA B9353	BIC Graduate Internships	TBA
MCA B9851	BIC Independent Study	TBA
MCA B9853	BIC Independent Study	TBA

Day	Time	Modality
Mo	6:30-9PM	P
Tu	6:30-9PM	P
We	6:30-9PM	P
We	6:30-9PM	P
Mo	6:30-9PM	P
Tu	6:30-9PM	P
Tu	6:30-9PM	P
We	6:30-9PM	P
Th	6:30-9PM	P
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD

Day	Time	Modality
Mo	6:30-9:00	P
Tu	6:30-9:00	P
We	6:30-9:00	P
We	6:30-9:00	P

Th	6:30-9:00	P
Th	6:30-9:00	P
Th	6:30-9:00	P
Tu	6:30-9:00	P
Tu	6:30-9:00	P
We	6:30-9:00	P
Th	6:30-9:00	P
Mo	6:30-9:00	P
Mo	6:30-9:00	P
TBA	TBA	P
Mo	6:30-9:00	P
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TBD	TBD	TBD
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Day	Time	Modality
Mo	6:30-9PM	P
Tu	6:30-9PM	P
We	6:30-9PM	P
We	6:30-9PM	P
Mo	6:30-9PM	P
Tu	6:30-9PM	P
Tu	6:30-9PM	P
We	6:30-9PM	P

Th	6:30-9PM	P
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD

Day	Time	Modality
Mo	6:30-9:00	P
Tu	6:30-9:00	P
We	6:30-9:00	P
We	6:30-9:00	P
Th	6:30-9:00	P
Th	6:30-9:00	P
Th	6:30-9:00	P
Tu	6:30-9:00	P
Tu	6:30-9:00	P
We	6:30-9:00	P
Th	6:30-9:00	P
Mo	6:30-9:00	P
Mo	6:30-9:00	P
TBA	TBA	P
Mo	6:30-9:00	P

TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD

TBD	TBD	TBD
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