

Franklin University M.S. in Marketing & Communication Course Sequence Calendar

2019-2021

| Fall Term 2019 | | | | | | | | | | | | | | Spring Term 2020 | | | | | | | | | | | | | | Summer Term 2020 | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|------|------|-----|------|------|--|------|-------|-------|-------|------|--|-------|------------------|-------|------|-------|--|------|------|------|-----|------|---|------|-----|-----|------------------|------|--|-----|------|------|------|-----|------------------------------|------|------|------|-----|------|--------------------------------------|------|-----|------|------|------|-------|------|--|--|--|--|
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| 8/19 | 8/26 | 9/2 | 9/9 | 9/16 | 9/23 | 9/30 | 10/7 | 10/14 | 10/21 | 10/28 | 11/4 | 11/11 | 11/18 | 11/25 | 12/2 | 12/9 | 12/16 | 1/6 | 1/13 | 1/20 | 1/27 | 2/3 | 2/10 | 2/17 | 2/24 | 3/2 | 3/9 | 3/16 | 3/23 | 3/30 | 4/6 | 4/13 | 4/20 | 4/27 | 5/4 | 5/11 | 5/18 | 5/25 | 6/1 | 6/8 | 6/15 | 6/22 | 6/29 | 7/6 | 7/13 | 7/20 | 7/27 | 8/3 | 8/10 | | | | |
| MCM 733 Marketing Comm. Planning | | | | | | MCM 741 MCM Capstone | | | | | | BREAK | | | | | | MCM 733 Marketing Communication Planning | | | | | | MCM 741 MCM Capstone | | | | | | BREAK | | | | | | MCM 723 Metrics and Analysis | | | | | | Elective | | | | | | BREAK | | | | | |
| MCM 721 Creative Concepts | | | | | | MCM 723 Metrics and Analysis | | | | | | MCM 731 Applied Communication Theory | | | | | | MCM 727 Behavioral Research | | | | | | MCM 711 Digital Marketing Strategies | | | | | | MCM 721 Creative Concepts | | | | | | MCM 723 Metrics and Analysis | | | | | | Elective | | | | | | BREAK | | | | | |
| | | | | | | MCM 707 Marketing Communication Foundation | | | | | | MCM 713 Marketing Communication Essentials | | | | | | | | | | | | MCM 707 Marketing Communication Foundations | | | | | | MCM 713 Marketing Communication Essentials | | | | | | MCM 727 Behavioral Research | | | | | | MCM 711 Digital Marketing Strategies | | | | | | | | | | | |
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| Fall Term 2020 | | | | | | | | | | | | | | Spring Term 2021 | | | | | | | | | | | | | | Summer Term 2021 | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 8/17 | 8/24 | 8/31 | 9/7 | 9/14 | 9/21 | 9/28 | 10/5 | 10/12 | 10/19 | 10/26 | 11/2 | 11/9 | 11/16 | 11/23 | 11/30 | 12/7 | 12/14 | 1/4 | 1/11 | 1/18 | 1/25 | 2/1 | 2/8 | 2/15 | 2/22 | 3/1 | 3/8 | 3/15 | 3/22 | 3/29 | 4/5 | 4/12 | 4/19 | 4/26 | 5/3 | 5/10 | 5/17 | 5/24 | 5/31 | 6/7 | 6/14 | 6/21 | 6/28 | 7/5 | 7/12 | 7/19 | 7/26 | 8/2 | 8/9 | | | | |
| MCM 733 Marketing Comm. Planning | | | | | | MCM 741 MCM Capstone | | | | | | BREAK | | | | | | MCM 733 Marketing Communication Plan | | | | | | MCM 741 MCM Capstone | | | | | | BREAK | | | | | | MCM 723 Metrics and Analysis | | | | | | Elective | | | | | | BREAK | | | | | |
| MCM 721 Creative Concepts | | | | | | MCM 723 Metrics and Analysis | | | | | | Elective | | | | | | MCM 727 Behavioral Research | | | | | | MCM 711 Digital Marketing Strategies | | | | | | MCM 721 Creative Concepts | | | | | | MCM 723 Metrics and Analysis | | | | | | Elective | | | | | | BREAK | | | | | |
| | | | | | | MCM 707 Marketing Communication Foundation | | | | | | MCM 713 Marketing Communication Essentials | | | | | | | | | | | | MCM 707 Marketing Communication Foundations | | | | | | MCM 713 Marketing Communication Essentials | | | | | | MCM 727 Behavioral Research | | | | | | MCM 711 Digital Marketing Strategies | | | | | | | | | | | |