



ST. BONAVENTURE
UNIVERSITY
ONLINE

**BEGIN AN
EXTRAORDINARY JOURNEY
PROGRAM GUIDE**



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ABOUT ST. BONAVENTURE UNIVERSITY

WORLDS DIFFERENT

ST. BONAVENTURE UNIVERSITY ONLINE OFFERS MORE THAN CREDENTIALS ON A RÉSUMÉ;

It provides an opportunity for busy adults to improve their lives and the lives of others through an active, compassionate, ethical, skilled and dedicated online educational community.



“One aspect of the program I did not expect from an online course was the constant communication with classmates. I sometimes referred to the program as a master’s in my pocket.”

Christopher T. Mardany
CPA, vice president & controller
Hearst Service Center
MSL Graduate

WHY SBU ONLINE?

ENJOY EXTRAORDINARY SUPPORT, CONVENIENCE AND VALUE.

You want an excellent education that aligns with your values from an accredited university with a great reputation. You want a flexible program you can complete 100% online.

Welcome to St. Bonaventure University Online, where you can enjoy the convenience and flexibility of an accredited online curriculum rooted in intellectual, spiritual and personal growth.





A DIFFERENT KIND OF VALUE

- ▶ Ranked a *U.S. News & World Report* “Best College”
- ▶ Ranked a *U.S. News & World Report* “Best Value School”
- ▶ Ranked *Kiplinger’s Personal Finance* “Top 300 Best College Values”
- ▶ Ranked “Best 382 Colleges” by *The Princeton Review*



▶ **One of only 5% of business schools worldwide** accredited by the Association for the Advancement of Collegiate Schools of Business.

A DIFFERENT KIND OF PROFESSOR

Our professors are passionate about their subject areas and dedicated to making connections with their online students.



A DIFFERENT KIND OF COMMUNITY

We develop students into leaders, a hallmark of our programs. Our experiential curriculum can be completed 100% online from anywhere in the world.



ST. BONAVENTURE UNIVERSITY
**HISTORY, MISSION
AND VISION**

OUR HISTORY

Founded in 1858 in the interest of promoting Catholic-Franciscan education, St. Bonaventure University continues to pursue academic excellence through personalized attention that reflects the Franciscan tradition of valuing human relationships. St. Bonaventure University has expanded greatly during more than 150 years of existence.

In 1854 the two promoters persuaded a group of friars from Italy to venture to America and establish a Catholic college and seminary in Western New York. Principal among these Franciscans was Fr. Pamphilus da Magliano, who later became the College's first President.

On Oct. 4, 1858, the Feast of St. Francis, the formal dedication of the new school was held on the tract of land donated by Devereux. It was then that the College was named after St. Bonaventure of Bagnoregio, the Patron of Franciscan Studies and Learning. St. Bonaventure College held its first Commencement Exercise in June 1860, graduating a class of 15 students. Since then the University has grown to roughly 2,200 students.

The College was provisionally chartered on March 1, 1875, by an Act of the Regents of the State of New York, "For the instruction ... in the learned languages and in the liberal and useful arts and sciences." In the 1920s the College developed a full-time graduate program which has continually expanded since that time. Early in this century St. Bonaventure also became home to the School of Franciscan Studies and the Franciscan Institute. The permanent Charter of Incorporation of the College was granted by the State in 1883, and in 1950, after nearly a century of operation, St. Bonaventure was named a University by the Board of Regents.



MISSION AND VISION

Founded in 1858, St. Bonaventure is a Catholic university dedicated to educational excellence in the Franciscan tradition. We are committed to the constant pursuit of distinction in our undergraduate and graduate programs, our innovative liberal arts core and all of our courses of study. At St. Bonaventure University, we come to know our students on an individual basis and become their mentors. We strive to bring out the best in every individual. As an academic and spiritual community, we endeavor to prepare our students for the challenges they will face in their professional careers as well as in their personal lives. True to our Franciscan heritage, we encourage students to manifest our values through lives of citizenship and service.



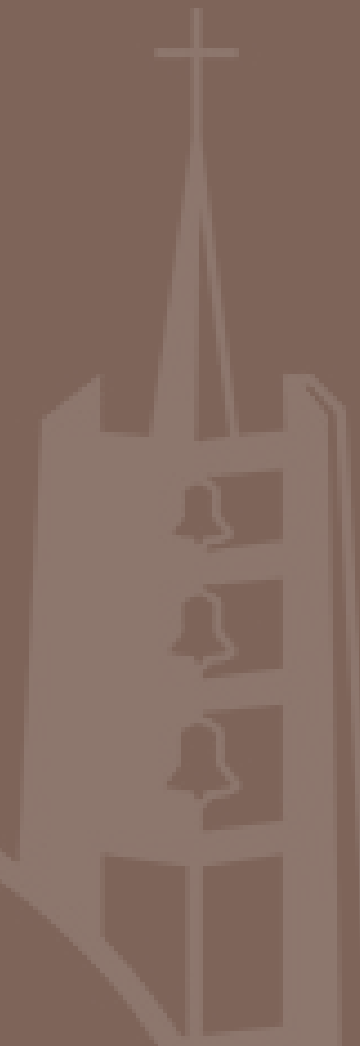
ST. BONAVENTURE UNIVERSITY
MILITARY SUPPORT

MILITARY SUPPORT

SUPPORTING THOSE WHO SERVE AT HOME AND ABROAD

St. Bonaventure University values military veteran and active military personnel as an integral part of the SBU community. Our designation by U.S. News & World Report as a Top 20 School in the North for veterans affirms our commitment to provide educational support and excellence to active military personnel, veterans, and their dependents. As a result, our online Master of Arts in Strategic Leadership program offers active military service members, a 30% discount on tuition. Command and General Staff College graduates also receive a 9 credit waiver when participating in the online program.

Our online Master of Strategic Leadership program also offers aid in the form of the Military-Aligned Student Assistance Grant. The grant is intended to assure that 50 percent of tuition charges for all military-aligned students in the online MSL program are paid through grants and scholarships. As part of the grant, SBU works to ensure the grants and scholarships do not have to be repaid.



St. Bonaventure University Online provides a variety of other tuition assistance and financial aid programs. We are a Yellow Ribbon Program School. This means we work to help veterans or their dependents attend SBU free through GI Education Enhancement Programs. In our online programs, we extend our commitment to veterans' academic success by providing a Student Success Coach who works with you through every step of the program. Our intimate virtual learning environment allows you to build connections with students, faculty, and staff who will support you in your academic journey.

To learn more about financing your postgraduate education, contact our Admissions Advisers at 844-424-4960 or contact us [here](#).

WHY CHOOSE ST. BONAVENTURE UNIVERSITY'S ONLINE MSL PROGRAM?

The St. Bonaventure University Online Master of Arts in Strategic Leadership degree is perfect for former and current military personnel seeking to build upon the skills they gained while in service to our country.

The MSL can be the catalyst to you reaching your leadership potential. The aim of the program is to help you transition your military skills to the boardroom. Our program focuses on the strategic decision-making, thought leadership and communication skills that define today's transformative leaders and executives.

BUILD YOUR VALUE

A MASTER'S IN STRATEGIC LEADERSHIP DEGREE SHOWS THAT YOU ARE SERIOUS ABOUT LEADERSHIP AND YOUR CAREER.

Graduates leave with a Leadership Portfolio allowing them to show current or future employers the knowledge they have gained. The portfolio includes projects and activities they have completed that demonstrate their professional development. Walk away with the skills you need to make an impact at the individual, group, and organizational levels.



“If you really want to deeply understand leadership and its implications on organizational growth or failure, then the MSL program will provide you with a firm foundation of skills necessary to drive your organization to new heights.”

Abraham Kiprotich
US Army Sergeant
MSL Graduate



ST. BONAVENTURE UNIVERSITY
ONLINE PROGRAMS

ONLINE MASTER OF ARTS STRATEGIC LEADERSHIP

STAND OUT AS AN EXTRAORDINARY LEADER

The St. Bonaventure University Online Master of Arts in Strategic Leadership [MSL] program is designed for motivated professionals who are ready to become extraordinary leaders. The MSL program focuses on developing the essential abilities that define today's transformative leaders and executives.



ONLINE MASTER OF ARTS STRATEGIC LEADERSHIP



A TRANSFORMATIVE PROCESS

The online Master of Arts in Strategic Leadership [MSL] features an engaging curriculum that combines communication and business concepts.

It is a multidisciplinary approach that can help you develop the leadership mindset and real-world competencies that will make a difference in your career both now and well into the future. Our graduates are positioned to become strong leaders who think globally, lead change, work across interdisciplinary boundaries, and communicate and connect with people on a deeper level.

GAIN A DISTINCTIVE SKILL SET

The Online Master of Arts in Strategic Leadership [MSL] takes a forward thinking approach to business leadership. Whether you are a seasoned leader or ready to become one, you will learn what have been shown to be the five essential abilities of true leaders:

- ① Organizational Intelligence - Become knowledgeable about all facets of an organization. Gain the ability to navigate the legal, political and ethical issues to exert influence.
- ② Cross Functional Awareness - Look across departments and understand responsibilities to assess the full organizational impact of decision making.
- ③ Command of Language - Learn advanced communication techniques that allow you to establish a vision, build credibility, and create trust across all levels of an organization.
- ④ Problem Solver - Effect change, seize opportunities and solve organizational issues using technical, analytical and strategic techniques.
- ⑤ Global Mindset - Develop big picture perspective. Adopt an approach that looks beyond singular function, geography or methodology.

ONLINE MASTER OF ARTS STRATEGIC LEADERSHIP

ADMISSIONS REQUIREMENTS

- ▶ A completed application
- ▶ A short essay stating your goals for engaging in such a learning experience
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all institutions attended
- ▶ A current résumé that shows at least three years of working experience
- ▶ No GRE/GMAT required



"St. Bonaventure's leadership program was the best decision I made to help me grow both professionally and personally. Not only did I make lasting connections and friendships, but I was provided the skill sets to further enhance my abilities in the corporate world. Shortly after completing the program, I was promoted to the international side of my company and have continued to grow. It is true, St. Bonaventure University is the place to become extraordinary!"

Christy D. Sullivan
International Business Development Manager, Zippo Manufacturing
MSL Graduate

PROGRAM DETAILS

The Online Master of Arts in Strategic Leadership [MSL] is an accelerated, one-year, 33-credit online master's program or a two-year, part-time program. Courses are geared towards expanding your knowledge of organizational leadership and management — from addressing the needs of a diverse workforce and managing human resources, to resolving organizational conflicts and understanding the impact of the digital world on your business. Courses are offered in one seven-week course at a time. Each one is labeled a session, and two sessions are taught per semester.

You will graduate with a Leadership Portfolio that outlines your experience and applies classroom knowledge to real-world situations. This also gives you a competitive tool that enables you to leverage your experience with potential employers.

ABOUT THE MASTER OF STRATEGIC LEADERSHIP PORTFOLIO

As part of your degree, you prepare a Leadership Portfolio of projects and activities that best demonstrates their professional development throughout the program. You'll be individually advised and coached on the quality and content of your portfolio and your goals that you've achieved in the program.

ONLINE MASTER OF ARTS STRATEGIC LEADERSHIP CURRICULUM

▶ **MSL 605 | LEADERSHIP AND VALUES**

Students begin the program with a cornerstone course that introduces them to contemporary leadership principles and practices. Franciscan values related to effective leadership such as servant leadership, respecting each person's dignity, and humility as leaders are explored and self-assessments are used to help students gain insight into their own leadership strengths and areas for improvement. Students will complete a 360 degree evaluation and receive individual coaching on their leadership abilities.

▶ **MSL 610 | LEADERSHIP AND DIVERSITY**

People have intrinsic value beyond their tangible contributions in the workplace and the community. Understanding the unique contributions of diverse individuals makes an organization effective by capitalizing on all of the strengths of each employee. This course investigates the increasingly prominent issues surrounding diversity. Theories on gender and minorities in the workforce are reviewed so that students gain an understanding and appreciation of the special circumstances they face in modern society. Special emphasis will be placed on the role of the leader in organizations that are addressing the needs of a diverse workforce.

▶ **MSL 615 | DEVELOPING HUMAN RESOURCES**

Effective leaders promote the transformation of self, organizations, and systems to create a culture of service and to build community. In this way, leaders must be effective in working in multiple contexts to effectively empower and motivate others. This course builds on theories in managing human resources that help leaders effectively select, train, develop, and build shared vision among employees. Students will evaluate team leadership strategies for empowering and involving others, as well as examine a leader's coaching and mentoring roles as performance enhancement strategies.

▶ **MSL 620 | GLOBAL LEADERSHIP**

This course focuses on issues that drive global policies, economics and behavior. As we live in an increasingly global world, this knowledge can help leaders to make far more informed decisions in their own work environments and understand more clearly the impacts of those decisions on people, nations, and global systems. The latest leadership theories, models, concepts, principles and practices regarding leadership issues, within the context of global, international and multicultural organizations are explored.

▶ **MSL 625 | ORGANIZATIONAL STRUCTURE AND BEHAVIOR**

This course explores ways to change organizations, ranging from start-up companies to established institutions, to meet the demands of ever-changing environments. Areas of in-depth discussion include the theoretical framework of organizational development and change, models of planned organizational change, barriers to implementing change and ways to overcome them, and the roles of the change agent and/or consultant. Students will gain skills in organizational entry and contracting, and will gain a better understanding of the challenge of change through analysis of the theory, research, and practice of IMC development.

▶ **MSL 630 | LEADING THE DIGITAL WORLD**

This course provides an in-depth look at how technology and the Internet are impacting the way organizations and individuals lead, communicate, collaborate, share knowledge, and build ever-expanding communities of learning. Course activities focus on the social and ethical questions posed by today's e-world, as well as management best practices that foster effective use of technology. The course also addresses the issues of leading organizations through the process of change as new technologies are implemented and people strive to adapt.

ONLINE MASTER OF ARTS STRATEGIC LEADERSHIP CURRICULUM CONTINUED

▶ **MSL 635 | CONFLICT RESOLUTION**

This course will look at a history of conflict from organized labor to regional and world conflicts with a focus on peaceful resolution and planning with compassionate and respectful leadership. This class will also emphasize diversity in culture and other factors as an antecedent to conflict. New technologies, globalization, and current event crises will be discussed. Students will be asked to share issues of conflict in the workplace that have had an impact for class discussion and participation.

▶ **MSL 640 | LEADING CHANGE**

This course introduces students to change management in organizations mindful of individual self-worth. Using theories, the course will put them into the context of organizational change. Textbook, case study, and student discussion will facilitate learning how to manage organizational change and crises efficiently and effectively in an ever-evolving global environment.

▶ **MSL 645 | ORGANIZATIONAL PERFORMANCE**

Understanding, accessing and sharing data for information and decision-making purposes is critical in a dynamic and rapidly changing business environment. In this class students will develop a basic understanding of statistical representations of data as well as techniques for gathering, organizing and communicating data. Additionally students will develop key performance measures using a case or project of their own choice.

▶ **MSL 650 | LEGAL AND POLITICAL ENVIRONMENTS**

Effective leaders adopt an attitude of serving others first to meet their needs along with those of the organization and the greater society. This course examines the application of law and political environments to managerial decisions and the impact these decisions have on society. The relationships between legal and business strategy are examined as practical areas that a leader must assess. This course also looks at how political and social roles impact organizations, social responsibility in business, and international business transactions.

▶ **MSL 655 | PROJECT IN STRATEGIC LEADERSHIP**

The capstone course provides students with an opportunity to synthesize what they have learned about leadership during their graduate degree program and to demonstrate mastery of primary leadership competencies, concepts, principles and practices. Students will complete an in-depth case analysis to demonstrate their competence in identification, analysis and solution of leadership problems in organizations and society today.

▶ **MSL 660 | LEADERSHIP PORTFOLIO**

Students will be expected to prepare a Leadership Portfolio of projects and activities that best demonstrates their professional development throughout the program. Students will be individually advised and coached on the quality and content of their portfolio and the goals achieved in the program.



ONLINE MASTER OF ARTS **INTEGRATED MARKETING COMMUNICATIONS**

**IMC IS AN INNOVATIVE WAY
OF LOOKING AT BUSINESS
COMMUNICATIONS.**

It coordinates and integrates the various marketing communication tools within a company. IMC professionals must successfully strategize, plan and execute such elements as advertising, public relations, business communications, promotions, direct marketing, digital marketing, social media marketing, package design and e-commerce.



ONLINE MASTER OF ARTS INTEGRATED MARKETING COMMUNICATIONS

PROGRAM DETAILS

This integrated marketing communications degree is offered in seven-week terms, with two terms in each semester. You may complete this online program in two years part-time, or in one year full-time if you choose to take two courses during each eight-week term.

ADMISSIONS REQUIREMENTS

- ▶ A completed application
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all colleges attended
- ▶ An essay describing what attracted you to the Integrated Marketing Communications field and why you want to pursue a degree at St. Bonaventure University (500-750 words)
- ▶ No GRE/GMAT required



MASTER THE STRATEGIC SKILLS YOU NEED TO SUCCESSFULLY ENGAGE IN A CROWDED MEDIA LANDSCAPE.

At St. Bonaventure University Online, our graduate Integrated Marketing Communications (IMC) program is about more than textbooks, tests and homework. It's about developing a strategic and creative thought process, becoming a persuasive and effective communicator, and building your personal brand.

Rather than teaching advertising, public relations, direct marketing and digital media as separate entities, the Integrated Marketing Communications program at St. Bonaventure University Online shows you how to strategically align these efforts to build positive and lasting relationships with consumers in the participation age.

ABOUT THE INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN PROJECT

As part of your degree, you complete a comprehensive integrated marketing communication plan for an organization of your choice and present it to a mixed panel of professionals.

This plan shows what you know to potential employers and includes an executive summary, market research, SWOT analysis, IMC strategy, IMC objectives, marketing strategy, audiences, creative brief, public relations, advertising, marketing and new media campaigns, campaign timeline and budget, ROI and campaign evaluation.

ONLINE MASTER OF ARTS INTEGRATED MARKETING COMMUNICATIONS CURRICULUM

▶ **IMC 500 | IMC PRINCIPLES AND PRACTICES**

This is the foundational IMC course. It reviews the functional marketing communications areas such as advertising, PR, sales promotion, business communications and writing, and direct response in terms of their strengths and weaknesses in an integrated program. This course focuses on strategy and planning, with students concentrating on integrating targets, timing, and message strategies. It provides an overview of both U.S. and global marketing communication practices.

▶ **IMC 520 | MARKETING COMMUNICATIONS RESEARCH**

This is an introductory course in the field of marketing research designed to provide the student with an overview of the purposes, procedures, and applications of marketing research. Students will learn not only to use market research but to do market research, through a step-by-step marketing research process. Students will learn how to obtain and use secondary data and syndicated information services, and to design and conduct both qualitative and quantitative primary marketing research. Finally, basic statistics, data analysis, and reporting, as well as how to use statistical software, will be studied.

▶ **IMC 560 | NEW MEDIA: DIGITAL COMMUNICATIONS FOR IMC**

The web has become an increasingly important communications tool. Not only must IMC professionals present their information in a credible fashion, they must also present it in an easy-to-use, well-organized fashion. This course will look specifically at digital communication as it influences the IMC practitioner, ensuring students learn how to design and manage corporate websites in order to best meet an organization's goals as well as the needs of various Web audiences. Students will be encouraged to incorporate animation and video into their final website project and to fully demonstrate their ability to utilize the latest technology in website design.

▶ **IMC 600 | STRATEGIC MARKETING MANAGEMENT FOR IMC**

This course is designed to develop decision-making skills by examining selected topics including marketing strategy, analysis of strategic marketing opportunities, dominant themes in strategic marketing planning, and the design, implementation, and control of strategic marketing plans. Also, this class examines segmentation procedures, competitive analyses, portfolio lectures, case analysis, and a computer-based simulation of strategic marketing management.

▶ **IMC 610 | FINANCIAL TOOLS FOR IMC AND THE INTERNATIONAL ECONOMY**

This course provides expert training on the financial tools with which the IMC executive must work while processing the translation of cold numbers into skilled communication. By offering a background in economics, time value of money, capital budgeting, financial markets and quantitative analysis, this course will prepare the IMC executive to oversee and make informed financial and budgetary decisions regarding an organization's IMC plan on the national and/or international scale.

▶ **IMC 620 | IMC CREATIVE MESSAGE STRATEGY**

This class focuses on strategic thinking and critical skills in the development of a variety of marketing communications messages. Students will learn to develop strategy, to evaluate creative work, and to maintain strategic continuity across media. Students will also position products in terms of the competitive situation, the circumstances of use, and the cultural environment.

INTEGRATED MARKETING COMMUNICATIONS CURRICULUM CONTINUED

▶ **IMC 700 | INTEGRATED COMMUNICATION PRACTICES AND PROCEDURES**

A directed learning class in which students work with a professor to develop a full marketing communications plan. Students will integrate research, strategy, marketing, and communication tools into their plans. Plans will be prepared in electronic formats.

▶ **IMC 740 | THE PRACTICE OF PUBLIC RELATIONS**

This course places the IMC student in a PR decision-making role in which the primary requirement is to think in planning and program-execution terms. Further, this course examines researching and assessing the public relations environment, establishing goals and objectives, selecting appropriate courses of communications action, implementing those communications programs, and evaluating performance. Finally, the course examines the use of computer technology as it applies to the PR executive and the IMC practitioner.

▶ **IMC 800 | IMC CASES AND CAMPAIGNS**

A course in IMC management that uses the case method to analyze and evaluate IMC strategy and planning. The course will use real-life examples, both domestic and international, from service marketing, industrial marketing, consumer products, and non-profit organizations to give graduate students an opportunity to analyze and critique the use of IMC strategies and practices from a global perspective.

▶ **IMC 830 | IMC CAMPAIGN PROJECT**

This IMC campaign project is a fully developed integrated marketing campaign with strategy and tactics based on primary and secondary research conducted by the student. A plans book including creative executions is formally presented to a faculty committee in fulfillment of the final requirement for graduation.

ONLINE MASTER OF ARTS INTEGRATED MARKETING COMMUNICATIONS CURRICULUM - ELECTIVES

ELECTIVES

(Choose two of the following):

Integrated marketing communications degree students may also take up to two courses offered through the Master of Business Administration (MBA) program as Integrated Marketing electives. The specific MBA courses that qualify as integrated marketing communications degree electives are determined and approved by the Integrated Marketing Communications program Director and the Director of the MBA program.

▶ **IMC 570 | TRADITIONAL AND ONLINE RESEARCH FOR IMC**

This class emphasizes the fundamentals of marketing and communications research including both qualitative and quantitative methods. The research class also focuses on evaluating messages and determining their delivery. Students will analyze primary and secondary data to solve marketing communications problems and address the special problems created by large databases. Emphasis is on analytical technology and multivariate methods. The course stresses strategic use of analysis through application and project examples.

▶ **IMC 580 | INTERNET ADVERTISING AND SOCIAL MEDIA**

Consumer adaptation of new communication applications and technologies (social websites, blogging, social bookmarking, micro-blogging, consumer-generated-content development) is changing the advertising landscape. This course will focus on applying strategic and creative thinking to creating marketing messages in the digital space, and students will learn to createmarketing strategy for the digital space. The course will

review current research on consumer perception of advertising in the digital space and explore case studies from companies making headway in online communication. Students will develop a fundamental understanding of how consumers use the digital space to enhance their lives, work and relationships. This course will expand upon the concepts of website creation and copywriting best practices, web user experience, website analytics, online advertising campaigns, social media and search engine optimization presented in IMC 560: New Media

▶ **IMC 590 | THE MOBILE WEB**

The Web is no longer a place we visit solely through a PC. Consumers worldwide now expect to access the Internet in motion on their mobile phones and tablets. This course will explore the mobile Web ecosystem, mobile consumers, key principles and distinctions of mobile marketing and best practices in integrated mobile campaigns. By course end, students will be capable of not only offering a strategic integrated mobile campaign, but will have a fundamental understanding of the global mobile marketplace and why the mobile web is the new marketing imperative.

▶ **IMC 625 | THE U.S. HEALTH CARE SYSTEM**

This is an introductory course preparing students for the challenges and variety of issues related to working in healthcare. The US Healthcare System course describes, explains and analyzes the structure and function of the US healthcare system, including population health, epidemiology, government and commercial insurance, health professions, delivery systems, regulation, safety and quality, the experience of care, cost and outcomes.

▶ **IMC 635 | TECHNOLOGY AND HEALTH COMMUNICATION**

eHealth, telemedicine, and cybermedicine are quickly becoming the new 'face' of medicine in today's world. Patients and consumers are looking for ease of access to healthcare information and are met with an abundance of electronic resources. This course provides an introduction to the role of electronically-mediated communication in health communication and campaigns and asks students to engage with how technology can improve, hinder, and/or evolve health literacy and health communication practices.

INTEGRATED MARKETING COMMUNICATIONS CURRICULUM - ELECTIVES

▶ **IMC 650 | PUBLIC RELATIONS SEMINAR**

This course provides a comprehensive analysis of public relations practices for the IMC practitioner in a global society. Topics include how to research, define, develop, and deliver an effective public relations campaign; use social media platforms for brands, work with for-profit and not-for-profit organizations; and manage and mitigate crisis communications situations on the local, regional, national and/or international levels. Course pedagogies include case studies, guest speakers, simulations, and live-client consulting. Finally, the course examines the use of computer technology and dialogue through social media as they apply to the public relations executive and the IMC practitioner.

PUBLICITY MANAGEMENT

This course introduces the concept of Integrated Marketing Communications as applied to the specific marketing elements of advertising and broadcast media, consumer and trade promotions, direct marketing, public relations and packaging/ point-of-purchase tactics. Students learn to research, establish, and manage advertising campaigns, including evaluating those campaigns. In addition, students investigate how to use sales promotion to bring behavioral change in the contexts of consumer and trade promotion. Students learn how to generate and manage publicity.

▶ **IMC 675 | HEALTH CARE COMMUNICATION**

This course focuses on methods of communication within medical teams and units, across an organization, and among healthcare organizations. Techniques for communicating highly technical medical information to patients, families, and differently trained providers are examined. Foundational technical language of medicine and the basic terminology associated with common disorders and treatments, new technologies, and regulations will be reviewed. Basic principles involved in leadership skills and change management will be introduced.

▶ **IMC 680 | ADVERTISING COPYWRITING AND DESIGN DIRECTION**

The purpose of the course is to prepare students to the creative process, with an emphasis on copywriting and managing the visual arts aspects of creative marketing communications. The primary focus of this course will be the executional phase of the creative process: the concepting, the trial-and-error, the intense executional discipline, the reworking, polishing and refinement, and the final presentation of ideas to either a creative director or a client.

▶ **IMC 685 | HEALTH CARE ETHICS**

Certainly ethics is important in every branch of communication. But when conveying messages about subject matter as sensitive, high-stakes, and emotionally-charged as health care, ethics takes on a new level of significance. In this course, students will examine general principles of responsible communication in the new context of health communication. Through investigation of relevant case studies, students will logically extend and add definition to their existing moral frameworks. The course will emphasize the nuance and complexity of health-related ethical issues, including the impacts of technology on health privacy, stigma surrounding controversial health issues, illnesses, and treatment options, and one's moral responsibility to ensure accuracy in disseminating public health information.

ONLINE MASTER OF ARTS INTEGRATED MARKETING COMMUNICATIONS CURRICULUM - ELECTIVES

▶ **IMC 720 | ADVERTISING DESIGN**

This course is designed to examine the world of international and national advertising as it pertains to the IMC practitioner. Particular emphasis is placed on the creative and functional aspects of advertising, including, but not limited to, account management, media planning, budget analysis, and consumer research. This course offers a detailed examination of the advertising industry and builds upon the foundational course, IMC 660: Advertising, Sales Promotion and Publicity Management. A secondary objective of the course is to increase the level of advertising competence and professionalism by students. Specifically, the course is designed to help students sharpen the following skills: written and verbal communication; organization and planning; time management; and interpersonal/teamwork.

▶ **IMC 760 ETHICAL ISSUES IN MASS COMMUNICATION AND BUSINESS**

This course examines manipulative techniques beyond appropriate persuasion related to integrated marketing communications activities. Students will study ethical theories, apply theories to communications and marketing decision-making, and develop frameworks to support ethical decision-making. Students will study case histories, analyze the ethical problems, and make decisions based on solid, ethical principles. Students will examine the professional choices requiring the IMC practitioner to have well established decision-making skills, moral reasoning capability, and a strong sense of economic and political awareness. Through a close analysis of contemporary case studies and current thought on business choices, attitudes, behaviors, and professional and public accountability, students will be able to establish their personal professional code of ethical conduct.

▶ **IMC 820 | ORGANIZATIONAL STRUCTURE AND BEHAVIOR**

This course explores ways to change organizations, ranging from startup companies to established institutions, to meet the demands of ever-changing environments. Areas of in-depth discussion include the theoretical framework of organizational development and change, models of planned organizational change, barriers to implementing change and ways to overcome them, and the roles of the change agent and/or consultant. Students will gain skills in organizational entry and contracting, and will gain a better understanding of the challenge of change through analysis of the theory, research, and practice of IMC development.



ONLINE MASTER OF **BUSINESS ADMINISTRATION**

ST. BONAVENTURE'S SCHOOL OF BUSINESS IS PROUD TO DISPLAY THE AACSB SEAL, signifying accreditation at both the undergraduate and graduate levels. This assures that you're getting a top-quality education, and it tells employers that you're ready to perform from day one.





ONLINE MASTER OF **BUSINESS ADMINISTRATION**

PROGRAM DETAILS

The MBA program uses an seven-week term format, with two terms in each semester. Most students complete the degree requirements in approximately two years. Students with certain academic backgrounds may be able to complete the degree requirements in as few as 20 months.

ADMISSIONS REQUIREMENTS

- ▶ A completed application and résumé
- ▶ A baccalaureate degree from an accredited college or university
- ▶ Transcripts from all colleges attended
- ▶ No GMAT/GRE required for applicants with a 3.3 GPA or 3.0 GPA with 2 years of relevant work experience (as determined by the program director)



ACHIEVE EXTRAORDINARY SUCCESS FOR THE GREATER GOOD AND THE BOTTOM LINE.

An MBA prepares you to take the next step forward in your career. As you weigh your MBA options, it's important to note the benefits of choosing St. Bonaventure University Online for your MBA.

First, our MBA program is among only 5 percent of business schools worldwide accredited by the Association to Advance Collegiate Schools of Business (AACSB). This is an incredible distinction that ensures our business professors are professionally and academically well-qualified, that significant learning resources are in place and that the program is regularly assessed through student and faculty input.

Next, we believe achieving extraordinary success takes extraordinary character. That is why our MBA program goes beyond the skills taught in competing programs to include insights on how to consistently make moral and ethical decisions.

Finally, our MBA program can be completed 100 percent online – at any time and from anywhere – in as few as 20 months.

ONLINE MASTER OF BUSINESS ADMINISTRATION CURRICULUM - FOUNDATION COURSES

FOUNDATION COURSES (9 credits)

Foundation courses ensure preparation for upper-level courses. Some of these courses may be waived based on prior schooling and/or work experience.

▶ **MBA 515F | QUANTITATIVE FOUNDATIONS FOR MANAGEMENT**

This course aims to introduce the student to the mathematical and statistical basis for managerial decision making. After a review of basic algebraic tools, functions, exponentials, logarithms, and elementary series, we will consider the basics of financial mathematics, the theory of interest rates, and introduce the elements of limits and differential calculus. The statistical part of the course with an analysis of measures of central tendency, variation, and other summary statistics. This course also covers a priori probability and probability distributions; estimation, hypothesis testing, and an introduction to regression analysis. Emphasis is centered on the use of these techniques in data analysis.

▶ **MBA 516F | ACCOUNTING & FINANCE FOUNDATIONS**

This course is designed to present accounting as the language of business. It defines the basic assumptions, principles, and concepts of accounting. Understanding business enterprises through the assertions included in financial statements is emphasized. The course also introduces the basics of managerial accounting practices as a support system for business decisions and provides an overview of selected topics in corporation finance.

▶ **MBA 517F | ECONOMIC FOUNDATIONS**

This course is designed to provide an introduction to the economic decisions and financial management of the firm. The course will begin with economics before exploring how markets work (and don't work) before moving into the financial world and getting an overview of the financial system, how stock and bond markets work, as well as a look at corporate finance.

ONLINE MASTER OF BUSINESS ADMINISTRATION CURRICULUM - THE BUSINESS CORE

THE BUSINESS CORE (12 credits)

The business core ensures that you'll develop an advanced conceptual framework for analyzing and solving business problems.

▶ **MBA 610 | FINANCIAL MANAGEMENT**

The purpose of this course is to illustrate the financial decision-making process. Areas of concentration include risk management, capital budgeting, the cost of capital, capital structure, corporate governance, mergers and acquisitions, and working capital management. The course uses cases and supplemental readings.

Prerequisite: MBA 515F, MBA 516F, and MBA 517F.

▶ **MBA 612 | MARKETING MANAGEMENT**

The course is designed to examine marketing concepts with an applied approach to the integration of marketing functions and strategies. The course will cover analysis of the problems confronting marketing managers in the evolution of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing efforts in the ever changing environment. Issues and problems related to global marketing and ethics will be addressed. Case studies will be used.

▶ **MBA 613 | ORGANIZATIONAL BEHAVIOR**

This course offers an in-depth investigation into the human side of managing. Organizational Behavior involves the role of management in organizations and how people interact in a work environment. This course explores individual, group and organizational systems. Topics include: employee motivation; group dynamics; interpersonal behavior; leadership and power; diversity; values that guide organizations; qualitative decision making; dealing with personalities; change management, and how to influence others.

▶ **MBA 616 | ACCOUNTING PRACTICES AND ANALYSIS**

The purpose of this course is to provide practical accounting knowledge useful in the operation of an organization. The course includes topics from both the financial and managerial accounting areas. The financial accounting coverage includes an understanding of financial statements and a skill set to analyze financial statements. The managerial accounting coverage includes the costing of products and services, financial budgets and planning, and a number of internal decision models.

Prerequisite: MBA 601.

▶ **MBA 649 | BUSINESS POLICY**

The purpose of this course is to provide the student with a practical, normative, and integrated approach to top management decision-making. Case studies are used which require students to apply their knowledge of accounting, finance, economics, marketing, and the behavioral sciences to organizational problems. This course fulfills the requirement for a written comprehensive examination and may not be taken until all core courses have been completed or are in progress.

▶ **CAPSTONE - 3 Credits**

The case-based capstone course provides the student with a practical, normative, and integrated approach to top management decision-making. In this course, students draw upon previous coursework and apply their knowledge of accounting, finance, marketing, and management to organizational problems, working with colleagues to develop and present solutions.

ONLINE MASTER OF BUSINESS ADMINISTRATION CURRICULUM - GRADUATE ELECTIVES

GRADUATE ELECTIVES (18 credits, of which 6 credits must be 3 credits each of Qualitative and Quantitative breadth courses)

The graduate electives allow students to pursue studies in subject areas of special interest.

LEGAL AND ETHICS

▶ **MBA 611 | LEGAL ENVIRONMENT OF BUSINESS**

The purpose of this course is to recognize the impact of the law on management and marketing decision making. Dealing with government agencies, protecting intellectual property, avoiding antitrust traps, and product liability issues are among the highlights.

▶ **MBA 650 | BUSINESS ETHICS**

This course concentrates on dealing with ethical decision making in business. In today's corporate environment, businessmen and women are not only required to be aware of legal issues confronting them, but also of ethical matters that have profound effects upon them personally, their corporations, employees, officers, directors, shareholders and community.

ACCOUNTING TRACK

NOTE: THIS ACCOUNTING TRACK IS NOT CPA LICENSURE-QUALIFYING.

▶ **MBA 696FA | FINANCIAL STATEMENT ANALYSIS**

Students will learn how to analyze and interpret published financial statements, and to incorporate information from supplemental sources to develop insights into a company's business and associated finances. Understanding the effects of alternative accounting treatments on financial statements is emphasized. Students learn how to use this information to knowledgeably forecast future financial performance and condition.

Prerequisite: MBA 616 or equivalent background

▶ **MBA 623 | ADVANCED COST ACCOUNTING**

A specialized course comprising in-depth analysis of process costing, job-order costing, standard costing, direct costing, and activity based costing. Other topics include cost-volume-profit analysis, relevant costs and revenues, joint and by-products, and budgetary controls and variances.

Prerequisite: MBA 516F.

▶ **MBA 696FP | FINANCIAL STATEMENTS PRESENTATION**

The primary subject matter will be studying the transactional awareness and financial statement presentation of the impact of intermediate accounting concepts on the major components of the financial statements such as assets, liabilities, equity, income, and expenses. In addition, we will study the impact this environment has on management's decision-making process. These concepts will be studied at a deeper level than in Introductory Financial Accounting. Recent additions to the professional accounting literature and the conceptual underpinnings of corporate financial reporting will be emphasized with a contrast to IFRS where appropriate.

ONLINE MASTER OF BUSINESS ADMINISTRATION CURRICULUM - GRADUATE ELECTIVES CONTINUED

BUSINESS ANALYTICS TRACK

▶ **MBA 620 | MARKETING ANALYTICS FOR DATA DRIVEN DECISION MAKING**

This course introduces students to methods for analyzing data residing in firms' customer databases. The first half of the course focuses on descriptive and financial tools. We will discuss ways to profile customer segments based on their profitability to the firm, estimate individual customers' lifetime value, and see how this value can be altered by promotional efforts. We will review all necessary statistical concepts and learn how to use the software package SPSS to conduct a variety of marketing analyses using actual customer databases. The second half of the course focuses on building models to predict customer response, such as predicting whether a customer will respond to a particular marketing offer (e.g., direct mailing). We will also discuss how to use Tableau to visualize your data. Prerequisite: MBA 612

▶ **MBA 621 | DATA VISUALIZATION AND ANALYSIS**

This course provides an introduction to the field of data visualization. Students learn basic visualization design principles to produce meaningful displays of quantitative and qualitative data in order to enhance the managerial decision-making process. Students will learn various techniques for visualizing sequential, text-based, geospatial, hierarchical data and large data sets. Foci covered include data selection, data cleaning, data analysis, data presentation methods. Students will apply analysis and data visualization design principles to the design of interactive business dashboards and reports. Students will present their work in multiple formats to a range of audiences. Students will be introduced to various visualization software tools. Prerequisite: None

▶ **MBA 625 | PROJECT MANAGEMENT**

This course introduces best practices in project management, the study of concepts, and tools of project management. Topics will include project scope, project time, project cost, procurement management, project quality, project risk, project resources, project communications, human resource considerations, and how to be an effective project manager. Project management software will be used to analyze the project data, create work breakdown structures, Gantt charts, network diagrams, and baseline models as well

as to perform earned value analysis. Students will apply project management methods, models and business knowledge to a business analytics project scenario. Prerequisite: None

▶ **MBA 634 | FINANCIAL MODELING**

While understanding accounting, financial and economic theory is vital to any professional in those fields, it is no longer a sufficient condition for success. All new graduates looking to start a career in finance or accounting must be proficient in Excel. This course is specifically targeted at helping aspiring professionals acquire those skills. Topics covered will include an introduction to a wide variety of built-in functions in Excel, a broad selection of common problems in finance that must be modeled in Excel, as well as an introduction to more complicated topics such as array functions and subroutines and user defined functions in VBA. Prerequisite: None

ONLINE MASTER OF BUSINESS ADMINISTRATION CURRICULUM - GRADUATE ELECTIVES CONTINUED

FINANCE TRACK

▶ **MBA 626 | INVESTMENTS**

An introduction to the various types of investment securities such as common stocks, bonds, warrants, options, and investment company shares. Emphasis is placed on the risk-return characteristics of these securities and their use in various investment strategies.

Prerequisite: MBA 516F and 517F.

▶ **MBA 628 | MANAGERIAL ECONOMICS**

Applications of microeconomic theory to business problems. Topics include a review of simple linear and multiple regression techniques, estimation of demand, production and cost functions, and a mathematical analysis of the different market models. Some macroeconomic models may also be discussed. The course is quantitative and utilizes material taught in MBA 608.

▶ **MBA 639 | BEHAVIORAL FINANCE**

This course is an exploration of the boundaries between traditional finance and economics (both of which rest heavily on rationality) and psychology that examines the human behavior. The course explores the field from both the financial side as well through psychology and the new field of neuroscience. One of the outcomes of this course is the ability to identify and understand key behavioral biases and how emotions can influence decision making.

MARKETING TRACK

▶ **MBA 636 | MARKETING RESEARCH**

This course involves a study of the process of carrying out a marketing research project. Topics include the identification of information needs and research objectives; development of a plan for conducting the research; sample selection and design of research instruments; data collection and analysis; and reporting research results. An attempt is made to have the class conduct empirical studies on typical marketing research problems.

Prerequisite: MBA 608 and MBA 612.

▶ **MBA 638 | CONSUMER BEHAVIOR**

This course is designed to provide further insight into the nature of the consumer decision-making process. In order to accomplish this, various other disciplines must be studied. The marketing and behavioral science literature pertinent to the following subject areas is examined: perception, learning, motivation, personality, attitude, beliefs, social processes, social class, and culture. Finally, several models of consumer decision-making are studied and their practical implications for marketing strategy are discussed.

Prerequisite: MBA 612.

▶ **MBA 644 | INTERNATIONAL MARKETING**

This course focuses on the problems and issues faced by multinational enterprises in conducting market research, undertaking market segmentation, and developing product, price, distribution and promotional strategies for their overseas markets. The course also examines macro-environmental factors such as economic, political, legal, geographical, and cultural issues that impact international marketing.

Prerequisite: MBA 612.



ONLINE MASTER OF SCIENCE IN EDUCATION **CLINICAL MENTAL HEALTH COUNSELING**

Our graduates exemplify extraordinary goodness through the individuals they reach through their practice and their greater community impact.

The MSED Clinical Mental Health Counseling program is based on the core values of:

- ▶ **Community** – MSED Clinical Mental Health Counseling students work in the community through in-field practice and are part of the greater “Bonnie” community, first as students and later as members of a strong alumni network.
- ▶ **Individual Worth** – Clinical Mental Health Counseling MSED graduates go on to work in a variety of environments where they’ll discover their individual worth as counselors and the inherent dignity in as well as respect for, their clients.
- ▶ **Discovery** – The online MSED program curriculum introduces individuals to a wide variety of counseling practices, including crisis counseling, addiction counseling, research methods and more.



ONLINE MASTER OF
SCIENCE IN EDUCATION

CLINICAL MENTAL HEALTH COUNSELING



CHANGE LIVES, WORK IN DIVERSE ENVIRONMENTS.

Our Online MSED Counseling programs are fully accredited by the Council for Accreditation of Counseling and Related Education Programs (CACREP). The MSED Clinical Mental Health program at SBU has also been distinguished as the 2nd Best Value in New York by TopCounselingSchools.org. We have a 95% program completion rate and a 98% mental health licensure pass rate.

Our program can be completed in 2.5 to 3 years. During that time, the goals of the MSED Clinical Mental Health Counseling programs are to help students:

- ① Understand history, roles & responsibilities, professional credentialing, advocacy and ethical standards of the field
- ① Demonstrate counseling skills, including individual & group counseling, prevention and intervention, and crisis intervention
- ① Demonstrate multicultural competencies in relation to diversity, equity, advocacy, and opportunity
- ① Possess skills that may affect the personal, social and intellectual functioning of individuals and groups
- ① Evaluate research relevant to the practice of counseling, develop measurable outcomes for their interventions, and analyze and use data to improve the efficacy of their programs
- ① Promote, develop and enhance effective teamwork within institutions and communities



ONLINE MASTER OF
SCIENCE IN EDUCATION

CLINICAL MENTAL HEALTH COUNSELING

PROGRAM DETAILS

A majority of the MSED in Clinical Mental Health Counseling courses in the program are delivered in an online virtual learning environment. Classes are 7 weeks long and we offer 3 intakes per year. The program is 60 credits and completed in 36 months. The students rolled in the online clinical mental health counseling program will have a variety of field work experiences. At the beginning of the second year, students start the Practicum which requires 100 hours, 40 of which involve direct contact with clients. Following the Practicum, you'll complete two internships each requiring 300 clock hours. You'll also complete two required 4-day residencies at St. Bonaventure during which you will have many opportunities to interact face-to-face with program faculty and your peers. These experiences are valuable for networking as well.

ADMISSIONS REQUIREMENTS

- ▶ NO GMAT OR GRE IS NECESSARY
- ▶ Minimum 2.75 GPA
- ▶ Transcripts from all colleges and universities previously attended
- ▶ A Personal Statement/Writing Sample*
This takes the form of your responses to the questions presented in our [MSED Counseling writing sample](#). (Please complete the linked form and submit to graduate admissions).
- ▶ Two Recommendations
Who describe suitability for graduate study, your interest in the counseling field, your professional work, etc Typically, recommendations come from professors, supervisors, professional peers or community leaders. We provide the [School of Graduate Studies Recommendation Form](#) for your convenience; it is not required that your endorsers use this form.
- ▶ Interview
Once your application file is complete (or in some cases nearly complete), the counseling department will schedule you for an interview with a member of the counseling faculty.

ONLINE MASTER OF SCIENCE IN EDUCATION

CLINICAL MENTAL HEALTH COUNSELING CURRICULUM - CORE COURSES

Clinical Mental Health Counseling Masters' Degree: 60 Credits  Clinical Mental Health Counseling specialty courses: 21 credits  Residencies: 6 credits

CORE COURSES (33 credits)

▶ **CE 500 | RESEARCH METHODS** - 3 Credits

This course helps educators and counselors exercise and expand their critical thinking skills by critique and generation of research projects or publications. The course aims to make teaching and counseling work easier and more effective by developing skills to solve research problems. Candidates will recognize the characteristics of well-designed research and be able to identify what methodologies for data collection and analysis may be used given the research question, as well as write acceptably formatted research papers.

▶ **CE 510 | INTRODUCTION TO THE PROFESSION OF COUNSELING** - 3 Credits

This course is designed to acquaint students with the field of counseling. This is the introductory graduate course in counseling in which a general overview and survey of the profession are provided. Roles and responsibilities of counselors across a variety of settings are examined. Professional ethical and legal issues are explored.

Fall, Spring

▶ **CE 511 | ADVANCED HUMAN GROWTH AND DEVELOPMENT** - 3 Credits

The course addresses development and cognitive processes governing learning from conception to death. Normative, non-normative and historical effects within childhood, adolescence, adulthood and later life are presented. Formal developmental and learning theory is emphasized in conjunction with practical interpretation and application. The course provides an orientation and background for sound educational practices.

▶ **CE 530 | THEORIES AND TECHNIQUES OF COUNSELING** - 3 Credits

The course acquaints the student with the basic knowledge base and skills required for the practice of counseling. Classroom work will focus on the development of specific counseling skills. Students will use role play, audio and videotapes to facilitate the learning process. Additionally, students will explore counseling theory and research.

▶ **CE 540 | ABNORMAL PSYCHOLOGY** - 3 Credits

To acquaint the beginning graduate student with the field of abnormal psychology with an emphasis on the definitions and distinctions between the various abnormal disorders, an introduction to the current research in the field, a discussion of the numerous continual controversial issues and a review of the data-based treatment approaches. In addition, this course will assist the graduate student to understand the nature, needs, and problems of individuals at all developmental levels over the life span and to understand the nature, needs, and problems of a multicultural and diverse society.

▶ **CE 550 | GROUP COUNSELING** - 3 Credits

This course provides a basic introduction to group process and group counseling. The class will blend theory with practice. The course will explore various theoretical approaches to group practice, as well as the four group work specializations developed by the Association for Specialists in Group Work: Task, Psychoeducational, Counseling, and Psychotherapy.

ONLINE MASTER OF SCIENCE IN EDUCATION

CLINICAL MENTAL HEALTH COUNSELING CURRICULUM - CORE COURSES

▶ **CE 560 | PSYCHOLOGICAL TESTING AND ASSESSMENT** - 3 Credits

To acquaint the student with the basic foundations of testing and assessment and to provide the student with broad knowledge and experience in test selection, use and interpretation within the counseling process. The course also provides practical experience in test selection, administration and interpretation.

▶ **CE 570 | CAREER COUNSELING** - 3 Credits

To introduce the student to the psychology and sociology of career development and to the theory and practice of career counseling and education. The focus on development from childhood through adulthood provides an examination of career counseling strategies in both schools and community agencies.

▶ **CE 610 | PRACTICUM IN COUNSELING** - 3 Credits

This course is designed to expose the student to the practice of counseling with individuals under direct supervision. Students will meet with actual clients in a school-based setting. The course is designed to facilitate the integration and application of theory and skill gained in earlier coursework. Prerequisites: Formal faculty approval following successful completion of prior required courses and proof of appropriate Practicum entry clearances.

▶ **CE 634 | INTERVENTIONS FOR SCHOOL AND CMH COUNSELING** - 3 Credits

This is an intermediate class designed to improve the clinical skills of graduate students in Counselor Education by providing them with an in-depth application experience in the Multidimensional Approach to the diagnosis and treatment of psychological disorders of children and adults. This approach emphasizes the genetic, biological, race, gender, class, religious difference, sexual orientation and social learning factors as they influence the individual and their psychological disorder.

▶ **CE 638 | MULTICULTURAL COUNSELING** - 3 Credits

This course provides an introduction to cross cultural counseling. The course examines three distinct areas: cultural awareness, knowledge of other cultures, and allows students to look at the skills component. Students are taught through lectures, exercises, videotapes and guest speakers. The course offers an introduction to the lifelong continuous journey of counseling clients from diverse populations.

▶ **CE 625A | INTERNSHIP 1 CLINICAL MENTAL HEALTH COUNSELING** - 3 credits

To provide the student with the opportunity to work within the field as a counseling intern. Primary supervision of the intern will be conducted by the counselor on site. Students will work in an agency setting, A total of 300 clock hours are required of all students.

▶ **CE 625B | INTERNSHIP 2 CLINICAL MENTAL HEALTH COUNSELING** - 3 credits

Designed to provide agency counseling interns with an opportunity to build upon the learning experiences of CE 625A.

ONLINE MASTER OF SCIENCE IN EDUCATION

CLINICAL MENTAL HEALTH COUNSELING CURRICULUM - CORE COURSES

▶ **CE 636 | SEMINAR IN CLINICAL MENTAL HEALTH COUNSELING** - 3 credits

This course is designed to provide a forum to explore and discuss the literature, practice and current issues associated with community mental health counseling.

Topics for discussion will include ethics, licensure, certification, special client populations, legislation, and professional organizations. It will be expected that students utilize knowledge obtained from their graduate program classes and insights from the internship experience to explore these issues and potential solutions.

▶ **CE 637 | MANAGEMENT FOR CLINICAL MENTAL HEALTH COUNSELING** - 3 credits

This course is designed to provide an opportunity for the student to integrate the knowledge and skills learned in the academic program with the experiences with-in an agency setting. The seminar is offered in cooperation with local mental health professionals and includes on-site visits.

▶ **CE 640 | INTRODUCTION TO ADDICTIONS** - 0 Credits

Students will obtain an overview of: abused substances and addictions; the addiction field, including treatment approaches and modalities; theoretical models applied to understanding abuse and addictions; trends in alcohol and other drug (AOD) use, abuse, addiction and treatment.

▶ **CE 642 | INTRODUCTION TO CRISIS COUNSELING** - 0 Credits

This course is intended to introduce the Counselor Education Student to crisis counseling in community, mental health, and school settings.

During this course: a) Students will become knowledgeable of theories of crisis counseling; b) Students will be introduced to techniques of crisis counseling, including ethical and multicultural issues; c) Students will become familiar with settings, assessment techniques, diagnoses, and situations requiring crisis counseling; d) Students will become familiar with local agencies and schools crisis intervention plans, and how they are coordinated with county crisis planning and management; and e) Students will become familiar with emerging professional counseling career opportunities in crisis counseling.

▶ **CE 649 | FAMILY COUNSELING** - 3 credits

This is an introductory course offered annually to acquaint the student with the fundamentals of family and marriage counseling. The student would be introduced to the predominant theories and specific techniques of marriage and family counseling. The course will discuss typical and atypical examples of family development to make students aware of a multi-cultural and diverse society.



ONLINE MASTER OF SCIENCE IN EDUCATION SCHOOL COUNSELING

The online MSED school counseling program is ideal for students who display an extraordinary commitment to service, a desire to impact our youth and the dedication to become a distinguished licensed professional.

The SBU MSED School Counseling aligns with St. Bonaventure University's Core Values:

- ▶ **Community** – During their time in the program, SBU MSED School Counseling students are in the field and in the classroom. The program presents a cohesive learning environment that brings together students, faculty and staff from a variety of professions. Upon graduating, MSED students join SBU alumni, the worldwide Bonnie community.
- ▶ **Individual Worth** – MSED School Counseling students are tasked to find their own individual philosophy and counseling style when dealing with clients, faculty and staff in P-12 environments. At the same time, MSED School Counseling graduates are called to treat all the personnel and individuals they deal with in a respectful and dignified manner.
- ▶ **Discovery** – MSED School Counseling program participants learn classroom theory and apply it in field work, as well as a mandatory residency. SBU Online is a learn today, apply tomorrow institution.





ONLINE MASTER OF
SCIENCE IN EDUCATION
**SCHOOL
COUNSELING**



IMPACT INDIVIDUALS AND COMMUNITIES IN P-12 ENVIRONMENTS

Our Online MSED Counseling programs are fully accredited by the Council for Accreditation of Counseling and Related Education Programs (CACREP). The MSED School Counseling program at SBU has also been distinguished as the 2nd Best Value in New York by TopCounselingSchools.org. The online MSED is designed for students who wish to serve as counselors in primary, middle and high school settings.

The goals of the MSED School Counseling program are to help students:

- ④ Understand history, roles & responsibilities, professional credentialing, advocacy and ethical standards of the field
- ④ Demonstrate counseling skills, including individual & group counseling, prevention and intervention, and crisis intervention
- ④ Demonstrate multicultural competencies in relation to diversity, equity, advocacy, and opportunity
- ④ Possess skills that may affect the personal, social and intellectual functioning of individuals and groups
- ④ Evaluate research relevant to the practice of counseling, develop measurable outcomes for their interventions, and analyze and use data to improve the efficacy of their programs
- ④ Promote, develop and enhance effective teamwork within institutions and communities



ONLINE MASTER OF
SCIENCE IN EDUCATION
**SCHOOL
COUNSELING**

PROGRAM DETAILS

A majority of the MSED in School Counseling courses in the program are delivered in an online virtual learning environment. Classes are 7 weeks long and we offer 3 intakes per year. The program is 60 credits. The students enrolled in the online clinical mental health counseling program will have a variety of field work experiences. At the beginning of the second year, students start the Practicum which requires 100 hours, 40 of which involve direct contact with clients. Following the Practicum, you'll complete two internships each requiring 300 clock hours. You'll also complete two required 4-day residencies at St. Bonaventure during which you will have many opportunities to interact face-to-face with program faculty and your peers. These experiences are valuable for networking as well.

ADMISSIONS REQUIREMENTS

- ▶ NO GMAT OR GRE IS NECESSARY
- ▶ Minimum 2.75 GPA
- ▶ Transcripts from all colleges and universities previously attended
- ▶ A Personal Statement/Writing Sample*
This takes the form of your responses to the questions presented in our [MSED Counseling writing sample](#). (Please complete the linked form and submit to graduate admissions).
- ▶ Two Recommendations
Who describe suitability for graduate study, your interest in the counseling field, your professional work, etc Typically, recommendations come from professors, supervisors, professional peers or community leaders. We provide the [School of Graduate Studies Recommendation Form](#) for your convenience; it is not required that your endorsers use this form.
- ▶ Interview
Once your application file is complete (or in some cases nearly complete), the counseling department will schedule you for an interview with a member of the counseling faculty.

ONLINE MASTER OF SCIENCE IN EDUCATION

SCHOOL COUNSELING CURRICULUM - CORE COURSES

CORE COURSES

▶ **EDUC 500 | RESEARCH METHODS** - 3 Credits

This course helps educators and counselors exercise and expand their critical thinking skills by critique and generation of research projects or publications. The course aims to make teaching and counseling work easier and more effective by developing skills to solve research problems. Candidates will recognize the characteristics of well-designed research and be able to identify what methodologies for data collection and analysis may be used given the research question, as well as write acceptably formatted research papers.

▶ **EDUC 099A/599A | SAFE SCHOOLS WORKSHOP** - 0 Credits

All applicants for a New York certificate on or after February 2, 2001, are required to complete two clock hours of coursework or training in school violence prevention and intervention in accordance with the Section 3004 of the Education Law. This two-hour workshop fulfills this requirement for New York candidates.

▶ **EDUC 099B/599B | CHILD-ABUSE PREVENTION WORKSHOP** - 0 Credits

All applications for New York certification are required to complete two clock hours of coursework or training regarding the identification and reporting of suspected child abuse and maltreatment in accordance with the Section 3003(4) and 3004 of the Education Law. This two-hour workshop fulfills this requirement of New York candidates.

▶ **EDUC 599J. HARASSMENT, BULLYING, CYBERBULLYING, AND DISCRIMINATION IN SCHOOLS PREVENTION AND INTERVENTION** - 0 Credits

This course will address the social patterns of harassment, bullying and discrimination, including but not limited to those acts based on a person's actual or perceived race, color, weight, national origin, ethnic group, religion, religious practice, disability, sexual orientation, gender or sex. It also will cover the identification and mitigation of harassment, bullying and discrimination, and strategies for effectively addressing problems of exclusion, bias and aggression in educational settings. Successful completion of this course will meet the certificate requirements in §14(5) of Chapter 102 of the Laws of 2012.

▶ **CE 510 | INTRODUCTION TO THE PROFESSION OF COUNSELING** - 3 Credits

This course is designed to acquaint students with the field of counseling. This is the introductory graduate course in counseling in which a general overview and survey of the profession are provided. Roles and responsibilities of counselors across a variety of settings are examined. Professional ethical and legal issues are explored. Fall, Spring

▶ **CE 511 | ADVANCED HUMAN GROWTH AND DEVELOPMENT** - 3 Credits

The course addresses development and cognitive processes governing learning from conception to death. Normative, non-normative and historical effects within childhood, adolescence, adulthood and later life are presented. Formal developmental and learning theory are emphasized in conjunction with practical interpretation and application. The course provides an orientation and background for sound educational practices.

▶ **CE 530 | THEORIES AND TECHNIQUES OF COUNSELING** - 3 Credits

The course acquaints the student with the basic knowledge base and skills required for the practice of counseling. Classroom work will focus on the development of specific counseling skills. Students will use role play, audio and videotapes to facilitate the learning process. Additionally, students will explore counseling theory and research.

ONLINE MASTER OF SCIENCE IN EDUCATION SCHOOL COUNSELING CURRICULUM - CORE COURSES

- ▶ **CE 540 | ABNORMAL PSYCHOLOGY** - 3 Credits
To acquaint the beginning graduate student with the field of abnormal psychology with an emphasis on the definitions and distinctions between the various abnormal disorders, an introduction to the current research in the field, a discussion of the numerous continual controversial issues and a review of the data-based treatment approaches. In addition, this course will assist the graduate student to understand the nature, needs, and problems of individuals at all developmental levels over the life span and to understand the nature, needs, and problems of a multicultural and diverse society.
- ▶ **CE 550 | GROUP COUNSELING** - 3 Credits
This course provides a basic introduction to group process and group counseling. The class will blend theory with practice. The course will explore various theoretical approaches to group practice, as well as the four group work specializations developed by the Association for Specialists in Group Work: Task, Psychoeducational, Counseling, and Psychotherapy.
- ▶ **CE 560 | PSYCHOLOGICAL TESTING AND ASSESSMENT** - 3 Credits
To acquaint the student with the basic foundations of testing and assessment and to provide the student with broad knowledge and experience in test selection, use and interpretation within the counseling process. The course also provides practical experience in test selection, administration and interpretation.
- ▶ **CE 570 | CAREER COUNSELING** - 3 Credits
To introduce the student to the psychology and sociology of career development and to the theory and practice of career counseling and education. The focus on development from childhood through adulthood provides an examination of career counseling strategies in both schools and community agencies.
- ▶ **CE 610 | PRACTICUM IN COUNSELING** - 3 Credits
This course is designed to expose the student to the practice of counseling with individuals under direct supervision. Students will meet with actual clients in a school-based setting. The course is designed to facilitate the integration and application of theory and skill gained in earlier coursework. Prerequisites: Formal faculty approval following successful completion of prior required courses and proof of appropriate Practicum entry clearances.
- ▶ **CE 638 | MULTICULTURAL COUNSELING** - 3 Credits
This course provides an introduction to cross cultural counseling. The course examines three distinct areas: cultural awareness, knowledge of other cultures, and allows students to look at the skills component. Students are taught through lectures, exercises, videotapes and guest speakers. The course offers an introduction to the lifelong continuous journey of counseling clients from diverse populations.
- ▶ **CE 620A | INTERNSHIP I IN SCHOOL COUNSELING** - 3 Credits
This course is designed to provide counseling interns with an opportunity to perform all activities that a regularly employed school counselor would be expected to perform. Students seeking certification in school counseling must complete a minimum of 300 clock hours in an approved school setting under the supervision of a certified school counselor with at least two years of experience. Professional portfolios are developed.

Prerequisites: Formal faculty approval following successful completion of the Practicum.
- ▶ **CE 620B | INTERNSHIP II IN SCHOOL COUNSELING** - 3 Credits
To provide school counseling interns with an opportunity to build upon the learning experiences of CE 620A. Whereas 620A focuses on the indoctrination of the intern into the school setting and the development of a professional identity, 620B focuses on the integration of the intern within the school system. Emphasis will be placed on the interaction of the school counselor within education system and the interdisciplinary teamwork necessary to promote a successful school counseling program. In particular, this second portion of the internship will focus on an understanding of education system topics, such as state education standards, administration functions, special education, consultation with other education professionals, classroom management, school law, and community resources.

ONLINE MASTER OF SCIENCE IN EDUCATION SCHOOL COUNSELING CURRICULUM - SPECIALTY COURSES

SCHOOL COUNSELING SPECIALTY COURSES

▶ **CE 630 | MANAGEMENT OF SCHOOL COUNSELING PROGRAMS** - 3 Credits

To provide students with knowledge and skills in the management of school-based counseling programs. Topics to be examined include: needs assessment, program development, time management, consultation within the system and community, intervention strategies, evaluation and public relations.

▶ **CE 634 | INTERVENTIONS FOR SCHOOL AND CMH COUNSELING** - 3 Credits

This is an intermediate class designed to improve the clinical skills of graduate students in Counselor Education by providing them with an in-depth application experience in the Multidimensional Approach to the diagnosis and treatment of psychological disorders of children and adults. This approach emphasizes the genetic, biological, race, gender, class, religious difference, sexual orientation and social learning factors as they influence the individual and their psychological disorder.

▶ **CE 640 | INTRODUCTION TO ADDICTIONS** - 3 Credits

Students will obtain an overview of: abused substances and addictions; the addiction field, including treatment approaches and modalities; theoretical models applied to understanding abuse and addictions; trends in alcohol and other drug (AOD) use, abuse, addiction and treatment.

▶ **CE 642 | INTRODUCTION TO CRISIS COUNSELING** - 3 Credits

This course is intended to introduce the Counselor Education Student to crisis counseling in community, mental health, and school settings. During this course: a) Students will become knowledgeable of theories of crisis counseling; b) Students will be introduced to techniques of crisis counseling, including ethical and multicultural issues; c) Students will become familiar with settings, assessment techniques, diagnoses, and situations requiring crisis counseling; d) Students will become familiar with local agencies and schools crisis intervention plans, and how they are coordinated with county crisis planning and management; and e) Students will become familiar with emerging professional counseling career opportunities in crisis counseling.

▶ **CE 631 | SEMINAR IN SCHOOL COUNSELING** - 3 Credits

This course is designed to provide school counselors with a forum to explore and discuss the literature, practice, and current issues associated with school counseling. Sample topics for discussion include ethics, certification, special client populations (e.g. children with disabilities, children who are grieving); legislation professional organizations, current issues (e.g. supervision, peer mediation and conflict resolution, motivation, state standards, and evaluation of school counseling services. This course is required for school counselors seeking permanent certification.

▶ **CE 650 | SCHOOL COUNSELING & SPECIAL EDUCATION** - 3 Credits

This graduate counseling course is aimed at providing school counselors, especially those without a prior teaching degree, with a general introduction to the special education field as it relates to counseling. The following areas will be explored:

1. Classification categories, terminology and education laws
2. Counseling assessment, intervention and case management tools
3. Roles and responsibilities of school counselors within the special education team
4. Current issues

RESIDENCY COURSES: 6 CREDITS

RESIDENCY 1: 3 CREDITS

RESIDENCY 2: 3 CREDITS

PROGRAM TOTAL CREDITS: 60



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