

# M-School

**Creative Marketing Program**

**LMU College of Business Administration**

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## Changing The Game

The M-School is a transformative two-year creative marketing program within LMU's College of Business Administration. Launched in 2012 in partnership with ThinkLA, the M-School is built for the next generation of creative storytellers, innovators, and strategists.

### Future-Proof & Real-World Ready

The robots are coming, but don't worry, they'll work for us. The custom built M-School curriculum centers around 21st century skills and the latest industry tools.

✓ **The 4C's:**

Cultivate a mindset of:

- Creativity
- Collaboration
- Critical-thinking
- Communication

✓ **No textbooks:**

Content and tools so fresh, each course has a use-by date.

✓ **Plugged in:**

Curriculum developed and taught by industry subject matter experts. Many class sessions are held off campus.

✓ **Live projects:**

Real clients: project-based immersive experiences that prepare students for the real world.

## Embedded in a Thriving Creative & Tech Community

LMU is just minutes away from hundreds of the planet's premier creative, media, tech and product companies. These industry partners are M-School's secret sauce. Shhh, don't tell anybody. Below are just a few of our neighbors.



# Innovative Curriculum

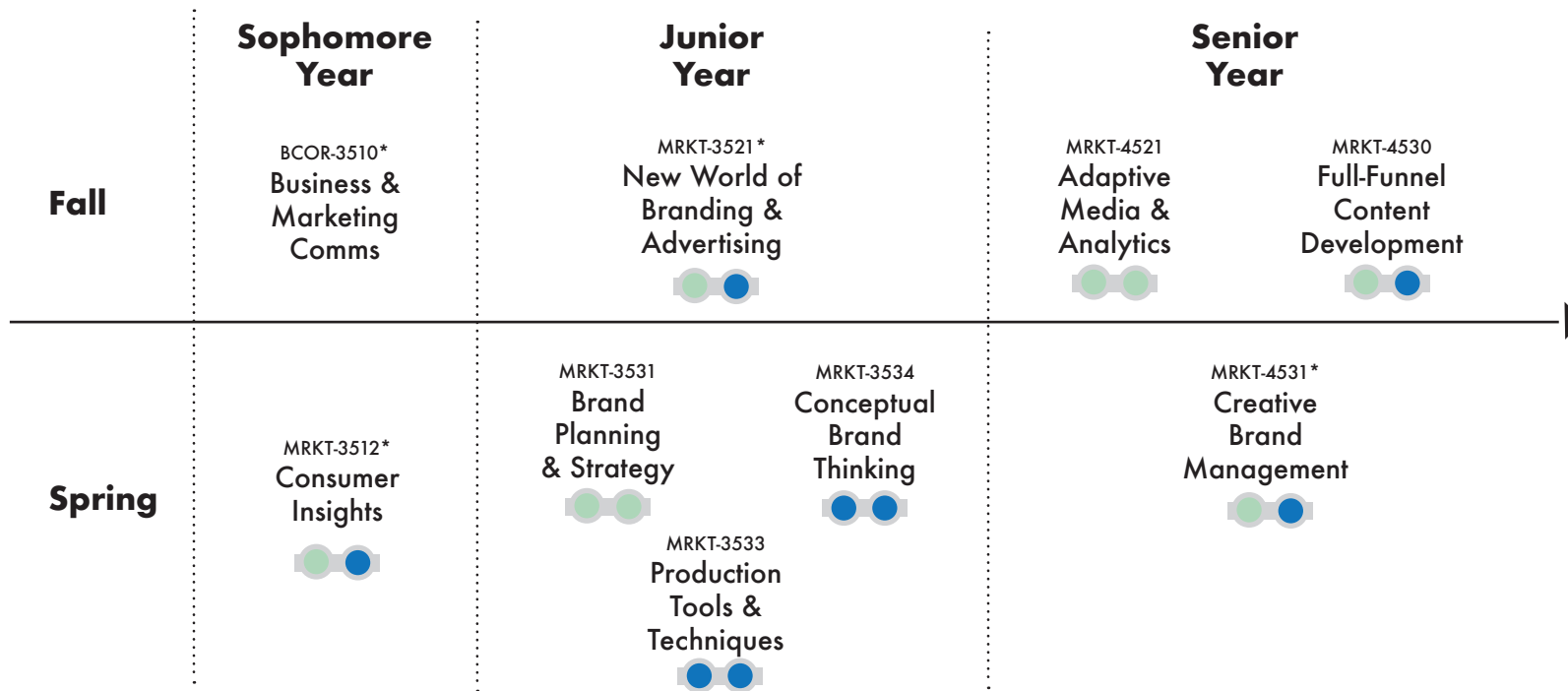
M-School provides two unique focus areas of study.

## Strategy & Brand Management Focus

Focuses on advertising and branding strategy, media planning, account and client management, growth and performance marketing (paid search and paid social media), measurement and analytics.

## Content Creation Focus

Focuses on creating a portfolio of compelling creative content, learning pre- and post-production tools and techniques, and developing full-funnel content that works throughout the physical, digital and social media landscapes.



\* Required course



# Real Projects, Real Results



From helping Beyond Meat, Dollar Shave Club and Lowe's Home Improvement to reach new audiences to helping the LA Department of Public Health combat opioid addiction to building our own initiatives from the ground up—M-School students work on several in-depth projects throughout the two-year program. Project-based experiences offer transformative learning environments by challenging students to manage:

- ✓ real clients and consumers
- ✓ real problems and opportunities
- ✓ real successes, failures and drama
- ✓ real budgets

## Marketing for Good

Imagine if The Apprentice and Shark Tank had a baby. That's what the M-School Marketing for Good project is. Students have 15 weeks to develop, pitch and launch a for-good initiative that positively impacts the community at scale. Past projects have included:



Hygiene kits  
for women  
experiencing  
homelessness



A dog chew toy stuffed  
with stinky socks to  
alleviate separation  
anxiety



An app designed  
to inspire those  
curious about public  
transit to have an  
adventure

## Join Us



### For Students

The five course M-School curriculum is tailored for undergraduate Marketing majors within LMU's College of Business Administration.

Students apply in Spring of their sophomore year to become a part of the two-year cohort program beginning Fall semester of their junior year.

Apply online with resume, GPA, focus area preference (strategy, content creation or either), a statement of interest, and a link to a custom Instagram activation.

### For Industry Leaders

We'd love to get you involved!  
Some ways include:

- ✓ Sponsor a project
- ✓ Provide internship / entry-level opportunities
- ✓ Lead a session at your space or ours
- ✓ Be a mentor
- ✓ Donate to help fund future course and student development





# Creating the next generation of...

marketers  
innovators  
brand managers  
pioneers  
storytellers  
art directors  
strategists  
dreamers

copywriters  
idealists  
designers  
illustrators  
leaders  
media planners  
visionaries  
producers  
photographers motivators

filmmakers  
trailblazers  
researchers  
believers  
&  
changemakers