**Track - Integrated Marketing Comm**

- M.A. in Journalism
- Track - Integrated Marketing Comm

**M.A. in Journalism**

**Description**
The master's graduate program in the Ed & Becky Meek School of Journalism and New Media offers three tracks: academic, professional, and Integrated Marketing Communications. M.A. students without academic or professional background in journalism may be required to pursue a course of study that combines undergraduate and graduate journalism courses.

**Minimum Total Credit Hours: 30**

**Course Requirements**

**Academic**
Students take a 30-semester-hour program of study as follows: Jour 651, 652, 654, and 655; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a thesis or thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

**Professional Journalism**
Students take a 30-semester-hour program of study as follows: Jour 578, Jour 590, Jour 610, and Jour 668; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a professional thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

**Integrated Marketing Communications**
Students will be required to complete 36 hours — eight core courses and four electives. These core and elective courses, which have been approved by the school's graduate faculty and the university's Graduate Council, will comprise the program.

**Core**
- IMC 501. Professional IMC Seminar/Introduction to IMC
- IMC 502. Consumer Behavior/Understanding the Target Audience
- IMC 503. Insights and Measurements
- IMC 504. Creative Development and Direction
- IMC 505. Internet and Mobile Media: Evolution of the Digital Space
- IMC 555. Managing Integration/The IMC Campaign
- IMC 557. Brand and Relationship Strategies
- IMC 602. Design and Visual Thinking

**Electives**
- IMC 507. Direct and Database Marketing
- IMC 508. Advanced Media Strategy and Analysis
- IMC 509. Special Problems in IMC
- IMC 556. Multicultural Marketing Communications
- IMC 601. Advanced Account Planning
- IMC 692. Public Relations as a Marketing Tool/Reputation Management

Other electives will also be possible, depending on individual students' interests.

**Other Academic Requirements**
Applicants for the IMC Track will be required to complete the online application on the Graduate School website. They must submit acceptable Graduate Record Exam scores and have at least a 3.0 undergraduate GPA. The Meek School also requires a statement of purpose and three letters of recommendation from former professors or others who know their academic and professional qualifications.
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