

[Track - Integrated Marketing Comm](#)

- [M.A. in Journalism](#)
- [Track - Integrated Marketing Comm](#)

M.A. in Journalism Description

The M.A. graduate program in journalism is an “academic” rather than a “professional” program. M.A. students planning to enter media careers (especially those without extensive academic or professional background in journalism) may, however, pursue a course of study combining undergraduate and graduate Jour courses.

Minimum Total Credit Hours: 30 Course Requirements

Students take a 30-semester-hour program of study, as follows: Jour 651, 652, 654, and 655; 6 hours of graduate-level Jour electives; 6 hours of graduate course work in an area of concentration outside the department; 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.

Track - Integrated Marketing Comm Course Requirements

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

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

Electives

- 507 Direct and Database Marketing
- 508 Advanced Media Strategy and Analysis
- 509 Special Problems in IMC
- 556 Multicultural Marketing Communications
- 601 Advanced Account Planning
- 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 School of Journalism and New Media also requires a statement of purpose and three letters of recommendation from former professors or others who know their academic and professional qualifications.

