Track - Integrated Marketing Comm

- M.A. in Journalism
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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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Course Requirements

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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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

- 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.

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