

Emphasis - IMC Residential Program

- [M.S. in Integrated Mktg. Communication](#)
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M.S. in Integrated Mktg. Communication Description

The program is a professional master's degree in which students learn to create and manage coordinated communications that connect people and organizations. The curriculum blends theory, insight, and real-world application with a focus on the strategic integration of several media fields, including advertising, public relations, brand strategy, digital media, direct mail, content marketing, and research. By taking an audience-centered approach, practitioners can create consistent and effective messages that influence audience behavior. Graduates are prepared for leadership roles in advertising and PR agencies, corporations, media, nonprofit organizations, health care, political communication, sports, or government.

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The program, for full- and part-time students, begins in the fall semester. Full-time students earn the degree in two years by taking three courses per semester over four semesters. Part-time students can earn the degree at their own pace.

Course Requirements

Required courses cover principles of IMC, design and visual thinking, consumer/target behavior, applied research methods, and brand and relationship strategy, to culminate in a capstone course that emphasizes campaign strategy. Elective courses cover topics such as social media analytics, interactive design, account planning, content marketing, multimedia storytelling, and multi-cultural issues in IMC.

