

M.S. in Integrated Mktg. Communication

Overview

Degree Requirements

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.

Specializations

- Emphasis IMC Online Only Program
- Emphasis IMC Residential Program

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.

