

Emphasis - IMC Residential Program

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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.

Minimum Total Credit Hours: 36 **Emphasis - IMC Residential Program** **Description**

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.

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

REQUIREMENT	HOURS	DESCRIPTION
IMC 501 - C min	3	Complete IMC 501 with a grade of C or better.
IMC 531 - C min	3	Complete IMC 531 with a grade of C or better.
IMC 521 - C min	3	Complete IMC 521 with grade of C or better.
IMC 541 - C min	3	Complete IMC 541 with a grade of C or better.
IMC 551 - C min	3	Complete IMC 551 with a grade of C or better.
IMC 559 - C min	3	Complete IMC 559 with a grade of C or better.
18 hours IMC 500+ electives	18	Complete 18 hours of IMC 500+ electives with a grade of C or better.

