INTEGRATED MKTG. COMMUNICATION (MS)

Description

The Master of Integrated Marketing Communication (IMC) is a professional graduate degree in which students learn to create, manage, and evaluate coordinated communications that build meaningful connections between organizations and the audiences they serve. The program blends theory, insight, and practical application, emphasizing the strategic integration of multiple media and communication disciplines, including advertising, public relations, brand strategy, digital media, direct marketing, content marketing, and applied research.

Rooted in an audience-centered philosophy, the curriculum equips students to design and deliver consistent, effective, and measurable messages that influence audience attitudes and behaviors. Students develop skills in advanced analytics, creative strategy, media planning, message design, and integrated campaign development.

In line with ongoing curriculum enhancements across the School of Journalism and New Media, the IMC graduate program incorporates three new core courses designed to strengthen theoretical foundations and methodological rigor.

SJNM 5560 – Research Methods (3 credits)

SJNM 5735 – Mass Comm, Technology, and Society (3 credits)

SJNM 6001 – Advanced Visual Intelligence (3 credits)

These additions ensure that graduates are equipped with the analytical, visual, and research competencies required for today's rapidly evolving media and marketing landscape.

Graduates of the IMC master's program are prepared for leadership roles in advertising and public relations agencies, corporations, media organizations, nonprofit entities, health care, political communication, sports communication, and government.

Minimum Total Credit Hours: 36

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.

IMC Online Only Program

Description

The program allows working professionals to earn the degree on a part-time basis. By taking two courses in each of the fall and spring semesters, along with two courses in the summer, students can earn the degree in two academic years. Students may also choose to take fewer courses at a time, which would extend the time needed to complete the degree. Students are not required to visit the Oxford campus.

The online Master of Integrated Marketing Communication program follows the same admission, degree, and core course requirements as the on-campus program; however, elective offerings may vary by term.

Code	Title	Hours
Required Courses		
SJNM 5560	Research in Mass Communications	3
SJNM 5735	Mass Comm, Technology, and Society	3
SJNM 6001	Advanced Visual Intelligence	3
SJNM 6010	Principles of Integrated Marketing Comm	3
SJNM 6510	Brand and Relationship Strategies	3
SJNM 6410	Consumer Behavior/Target Behavior	3
Electives		18
SJNM 5521	Design and Visual Thinking	
SJNM 5530	Strategic Communication Planning	
SJNM 5620	Content Marketing	
SJNM 5650	Reputation Management	
SJNM 5715	Internet and Mobile Media	
SJNM 5720	Direct and Database Marketing	
SJNM 5999B	Topics in IMC II	
SJNM 5860	Foundations of Sports	
SJNM 5870	Sports Promotion	
SJNM 6082	Nonprofit Marketing Communications	
SJNM 6008	Theory of Event Planning & Management	
SJNM 6068	Advanced Event Planning and Management	
SJNM 6310	Consumer Research and Insights	
SJNM 6990	Graduate Directed Study	
Total Hours		**36**