



Master's in Integrated Marketing Communications CURRICULUM

CORE COURSES

| Class | Hours | Description |
|---|----------|---|
| IMC 501: Principles of IMC | 3 | This overview course serves as a gateway to other courses in the program. |
| IMC 521: Design & Visual Thinking | 3 | A hands-on approach to learning the language & practice of visual design in integrated marketing communication. |
| IMC 531: Consumer Research & Insights | 3 | You will understand essential concepts in IMC research and how to apply them to campaigns. |
| IMC 541: Consumer/Target Behavior | 3 | You will understand the science of influence and how it applies to strategies and tactics in IMC. |
| IMC 551: Brand & Relationship Strategies | 3 | You will learn to think critically about the role that a brand plays in effective strategies. |
| IMC 559: Advanced IMC Campaigns | 3 | In this capstone course, you will apply theory, strategy, and skills in IMC to develop a campaign. |

ELECTIVE COURSES

| Class | Hours | Description |
|---|----------|--|
| IMC 509: Special Problems in IMC | 3 | Topics in this course vary, but past topics include hands-on approaches to survey methods and copy testing. |
| IMC 512: Content Marketing | 3 | You will examine how to create and distribute media content that a specific market target values. |
| IMC 524: Designing Interactivity | 3 | You will learn HTML5 structure & the Document Object Model, basic JQuery, & effective experience design. |
| IMC 546: International & Multicultural IMC | 3 | Understand variations in values and lifestyles of consumers in the United States and internationally |
| IMC 552: Advanced Media Strategy | 3 | In this survey of media planning and buying, you will learn ways to set up and evaluate an effective advertising plan. |
| IMC 561: Creative Development & Direction | 3 | You will learn the creative process and apply it to meeting IMC objectives. |
| IMC 562: Crisis Communication | 3 | Learn how to prepare for a crisis before it happens & examine communication approaches to dealing with crises. |
| IMC 563: Reputation Management | 3 | This course covers public relations, interacting with other disciplines to manage a client's reputation. |
| IMC 571: Internet and Mobile Media | 3 | Think critically about the function of the social media. Gain advanced hands-on experience in media analytics. |
| IMC 572: Direct and Database Marketing | 3 | Understand how to target a market segment, develop effective content, and assess a campaign's effectiveness. |
| IMC 580: Topics in IMC II | 3 | Intensive exploration of special topics that enhance and complement IMC studies. |
| IMC 584: Collegiate Sports Promotion | 3 | Collegiate sports promotion opens minds to why the sports industry has become a multibillion-dollar business. |
| IMC 585: Health Communication | 3 | You will think critically about best practices in health promotion, behavior change campaigns, & health journalism. |



Master's in Integrated Marketing Communications

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ELECTIVE COURSES

| Class | Hours | Description |
|--|----------|---|
| IMC 586: Foundations of Sports | 3 | An overview of the sports industry, with in-depth looks at collegiate & professional sports, sports media, & more. |
| IMC 587: Sports Promotion | 3 | You will focus on effective strategies and tactics in IMC for the sports industry. |
| IMC 591: IMC Explorations I | 3 | Focuses on covering emerging issues or specialized content related to the broad fields of IMC. |
| IMC 592: IMC Explorations II | 3 | Focuses more on covering emerging issues or specialized content related to the broad fields of IMC. |
| IMC 599: Graduate Directed Study | 3 | This is a directed independent study for the integrated marketing communications graduate program. |
| IMC 573: Media Leadership | 3 | Explore challenges for leadership in the media industry, including changes related to technology, and more. |
| JOUR 590: Multimedia Storytelling I | 3 | Gain knowledge & practice in integrating graphics, multimedia, and interactive elements to tell a compelling story. |
| JOUR 610: Multimedia Storytelling II | 3 | In this project-based course, you will gain in-depth experience in working with digital media. |
| JOUR 571: Communications Law | 3 | Understand and apply law and regulations as they relate to decision making in integrated marketing communication. |
| JOUR 574: Public Opinion & the Mass Media | 3 | Learn the theory & practice of measuring & influencing public opinion through reading, discussion, & practice. |
| JOUR 653: Problems in Public Opinion | 3 | Through a directed project, you will refine your capabilities in measuring and analyzing public opinion. |
| JOUR 668: Narrative Journalism | 3 | A non-fiction narrative writing course for print, radio and online media. |
| JOUR 575: Mass Media Ethics & Social Issues | 3 | You will formulate and discuss professional ethics for media practitioners. |
| JOUR 651: Research in Mass Comm | 3 | You will learn methods for gathering and evaluating information in the field of mass communication. |
| JOUR 652: Seminar in Mass Communication | 3 | You will gain an understanding of the prominent theories that guide the field of mass communication. |