



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.



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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.