

# Integrated Marketing Communications

## Graduate Certificate in Integrated Marketing Communications (IMC)

The 12-credit IMC graduate certificate provides students with a broad overview of IMC, focusing on several integral aspects of the discipline.

The program's academic year consists of five eight-week terms:

- Early Fall (Aug. – Oct.)
- Late Fall (Oct. – Dec.)
- Early Spring (Jan. – March)
- Late Spring (March – May)
- Summer (May – July)

Students working toward their IMC certificate take one course per term for one calendar year (four terms). Certificate-seeking students can begin coursework in any term.

| Code        | Title   | Hours |
|-------------|---|-------|
| IMC 410     | Introduction to Integrated Marketing Communications | 3     |
| IMC 512     | Audience Insight                                    | 3     |
| IMC 513     | Brand Equity Management                             | 3     |
| IMC 519     | Emerging Media and the Market                       | 3     |
| Total Hours |   | 12    |

## COURSE REQUIREMENTS

Admission requirements to the IMC certificate track are the same as for the master's degree track. For certificate students who may be interested in applying courses to the full master's degree: University Policy states that a maximum of 12 credits obtained by a non-degree student can be applied toward any degree. The IMC graduate certificate programs are 4 classes/12 credits and our master's degree in IMC is 10 classes/30 credits. If you complete the IMC graduate certificate, all 12 credits would apply toward our IMC master's degree.

## Certificate Learning Outcomes

### INTEGRATED MARKETING COMMUNICATIONS

1. Illustrate critical thinking, creativity and innovation in collaboration with colleagues and in the completion of written assignments.
2. Demonstrate a global and multicultural awareness in the development and implementation of marketing communications strategies.
3. Compare and contrast the benefits and limitations of various qualitative and quantitative research methods relevant to marketing communications.
4. Recognize the roles and implications of law and ethics in marketing communications.
5. Design and organize marketing communications materials in a professional manner consistent with contemporary industry-specific standards.