

Develop a 360-degree perspective of the global communications industry while building an expertise in consumer research and insights, creative strategy, marketing communications, and branding.

The Master of Professional Studies in Integrated Marketing Communications (IMC) arms students with the skills they need to work strategically across the full breadth of communications specialties in order to create and manage comprehensive and effective marketing campaigns. Through practical applications and client experiences, students master the complexities of multiple media platforms while developing the creative and strategic mindset necessary to engage the consumer.

The IMC curriculum focuses on the inherent challenges of working across communications disciplines, including sales promotion, advertising, direct mail, digital marketing, and brand publicity, as well as the emerging challenges of digital media. Additionally, the curriculum explores the ethics of consumer research and privacy, the boundaries involved in the art of persuasion, and the challenges of paid versus earned media within the context of IMC.

### FEATURES OF THE PROGRAM

The IMC program enables students to:

- Integrate digital strategies into campaign planning and brand building
- Cultivate the skills needed to effectively manage complex IMC campaigns
- Be able to develop meaningful insights from research
- Learn practical evaluation skills and how to use analytics
- Develop their own framework for the ethical considerations in IMC
- Gain experience working with clients on real-time IMC challenges
- Build relationships with other IMC practitioners
- Understand the concept of IMC as it applies to a changing media landscape

### CAREERS

The IMC program provides career professionals with a focused degree that enables them to leverage the full spectrum of communications tools to successfully create and manage IMC campaigns. Students develop the competencies they need to work across communications disciplines, gaining a deeper understanding of brands, consumer insights, and the planning process of putting them together.

### FACULTY

Faculty members of the Integrated Marketing Communications program are experienced industry innovators, executives, and thought leaders. The faculty includes members of the award-winning Master of Professional Studies in Public Relations & Corporate Communications program, as well as individuals from world-renowned creative and branding agencies.



### CURRICULUM

The degree requires 33 credits total, with five required courses and six elective courses.

#### Core Courses (Required)

6 credits

- Ethics
- Capstone

#### Foundation Courses (Required)

9 credits

- Consumer Research
- IMC Campaign Planning
- The Brand Concept

#### Electives

18 credits

- Collaboration Lab
- The Creative Brief
- The Management of Integrated Marketing Communications
- In Search of the Big Idea
- Content Creation for IMC
- Innovations in IMC: Thinking Ahead in a Rapidly Evolving Industry

See our website for a complete listing of elective courses.

#### Who Should Apply?

The program is beneficial for students across a wide range of communications backgrounds, including:

- Visual design
- Brand strategy
- Graphic design
- Journalism
- Web design
- Production management
- Advertising
- Media buying
- Communications
- Copywriting

EARN YOUR  
MASTER'S DEGREE IN  
Integrated  
Marketing  
Communications

#### APPLICATION DEADLINES

Visit our admissions page for more information about application deadlines and applying online.

#### TUITION

Educational expenses are assessed each semester based on the number of credits for which you are registered. Visit our website for current tuition rates.

FOR APPLICATION INFORMATION AND TO APPLY, VISIT:  
[scs.georgetown.edu/imc](https://scs.georgetown.edu/imc)