

Creating Impact Through Integration in Today's Complex Marketplace

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 public relations, advertising, direct marketing, and word-of-mouth/buzz marketing—as well as the ever-evolving role of digital media. Additionally, the curriculum explores ethical boundaries within the context of IMC, including consumer research and privacy, the art of persuasion, and paid versus earned media.

PROGRAM FEATURES

The IMC program enables students to:

- Create and manage communications campaigns based on IMC principles
- Integrate multiple communications disciplines and channels to increase campaign impact
- Apply IMC strategies to build and maintain strong consumer brands
- Use consumer research to cultivate creative insights
- Operate effectively at the intersection of business and creative strategy
- Practice IMC with high ethical standards

CAREERS

Today's rapidly changing industry has created a demand for professionals who can strategically leverage the full spectrum of communications tools to create and manage successful IMC campaigns. Students leave prepared to work directly for brands or the agencies that serve them across a wide range of large or small consultancies.

WHO SHOULD APPLY

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

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



CURRICULUM

The Master of Professional Studies in Integrated Marketing Communications requires 33 total credits (11 courses) to complete.

Core Courses (Required)

6 credits

- Conversations About Ethics
- Capstone

Foundation Courses (Required)

9 credits

- Consumer Research & Insights
- 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 Strategy
- Innovations in IMC: Thinking Ahead in a Rapidly Evolving Industry

See the IMC website for a complete listing of elective courses.

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

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