CREATE YOUR BRAND.

Thinking about a master’s degree to boost your career prospects? Enjoy marketing, but not sure which direction you want to take your career? Just want to meet some cool people and challenge your academic prowess? A Master's Degree in Integrated Marketing Communications (IMC) might be just what you're looking for—even if you didn't know it.

What Is IMC?
Advertising, Digital Media, Social Media, Research, Public Relations. Sound like some brilliant strategy, a dash of compelling creativity, orchestrate them all in concert, and voila, you've got IMC.

At St. Bonaventure University, our graduate IMC program is about much more than textbooks, tests and homework. It's about developing a strategic, and creative, thought process. It's about becoming a persuasive, effective communicator. And when it's time to put pen to paper, it's about identifying the right audience, crafting messages that resonate with them, and executing engaging tactics that reach them through a crowded media landscape.

Create Your Brand
Recent grads. Managers. Salespeople. And even really wacky creative types. It doesn't matter what role you're in—you're likely looking to advance your career in some capacity.

That's why our IMC program focuses not only the nuts and bolts of targeted marketing, but also on your personal and professional marketability. You need to strengthen your brand to take your career to the next level. For you, it's about more than marketing. It's about marketing yourself. Enter, our Five Pillars of Professional Marketability.

Pillar 1: Debate
Effective marketing often stems from lively debate and dialogue. Our IMC graduate program promotes that discussion, leading to breakthrough strategies and creative.

Pillar 2: Peer Study
You'll make some great friends at St. Bonaventure. And those great friends will lead to some great brainstorming sessions, some great ideas, and ultimately, great IMC strategies and executions.

Pillar 3: Connections
With faculty and graduates spanning the globe, the St. Bonaventure alumni network is very strong. Almost cult-like, in fact. In a really good way, of course.

Pillar 4: Reputation
You deserve a graduate degree from a school steeped in tradition. With a renowned Franciscan reputation for more than 150 years, our reputation is pretty solid.

Pillar 5: Confidence
A little confidence goes a long way toward your next big career move. That's why we arm our graduates with the confidence and expertise they need to pursue whatever career opportunity they desire.

Three Convenient Formats
Our IMC program is designed to meet the needs of those coming straight from undergraduate coursework or those returning to the classroom as a working professional.

Weekends @ our Buffalo Center Campus
Earn your degree in just 15 months by attending classes on Fridays, 6-9 p.m., and Saturdays, 9 a.m. - 2:30 p.m. at the Hilbert College campus in Hamburg, N.Y.

Weeknights @ our Main Campus
Complete the program in two years, taking classes two nights per week beginning at 6 p.m. at our Main Campus in St. Bonaventure, N.Y.

100% Online
Enroll in our 100% online format, and complete the program in two years, or one year if you choose to take two courses simultaneously.

Real-World, Hands-On Opportunities
Imagine how impressed your colleagues will be when you tell them that you studied integrated marketing at Oxford University's Trinity College in England. Or that you studied international business and marketing in China. Those are just some of the opportunities where you'll have a chance to gain real-world, hands-on experience working with international clients and businesses. With an ever-increasing talent pool in a competitive job market, it's precisely those types of experiences that will allow you to stand out from all the rest.

Core IMC Courses
You'll build your brand each class, and showcase everything you've learned in the program with your final marketing communications campaign thesis. Coursework includes, but is not limited to:

IMC 500 - IMC Principles and Practices
IMC 510 - Financial Tools for IMC & the International Economy
IMC 600 - Strategic Marketing Management for IMC
IMC 620 - Marketing Communications Research
IMC 650 - Media: Digital Communications for IMC
IMC 620 - IMC Creative Message Strategy
IMC 740 - The Practice of Public Relations
IMC 800 - IMC Cases and Campaigns
IMC 830 - IMC Campaign Project

CREATE YOUR BRAND.
This Is Someone Else**

Unprepared
Uninvolved

Unmotivated
Meek

Pushover
Disconnected

Serial Job Hopper

** After not earning a master’s degree in IMC from St. Bonaventure University

Integrated Marketing Communications
Master’s Degree Program

Main Campus
3261 West State Road
St. Bonaventure, NY 14778
716.778.2000/1 800.462.3050
www.sbu.edu

Buffalo Center
5200 South Park Avenue
Hamburg, NY 14075
716.644.1500

You vs. Them

This Is You*

Prepared
Collaborator

Career-Focused
Expert Debater

Confident
Connected

Marketing Communications Pro

* After earning your master’s degree in IMC from St. Bonaventure University, of course.

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