



MA in Integrated Marketing Communications

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Program Overview

The Jandoli School's Master of Arts program in Integrated Marketing Communications is designed for people with a desire to master the growing creative communications field essential to the broad spectrum of successful contemporary marketing.

Built on the process of symphonic thinking, the program encompasses the techniques of integrating creative thinking into research, analysis, traditional and digital media optimization, advertising and public relations. It builds skill in integrating the development and management of all marketing communication tools across all mediums to build positive and lasting relationships with consumers, stakeholders and audiences.

Jandoli's IMC program is both a creative and an analytical endeavor that is structured as: problem definition, problem solution and execution. Students graduate with the skills and professionalism required to identify a communications problem; to provide a solution and a path to that solution; and to take the defined audience on a creative journey to the promise that the solution of the originally postulated problem implies.

Admission Requirements*

1. Undergraduate transcripts with a GPA of 3.0 or higher
2. A letter of recommendation (from an employer or professor)
3. Submission of an essay on a specified topic

*State law requires SBU to collect immunization records from students taking 6 or more credit hours in any semester.

Exit Criteria

1. A cumulative GPA of at least 3.0
2. Successful completion of all 35 credits
3. Successful defense of an original, comprehensive Integrated Marketing Communications Campaign project (in lieu of a comprehensive exam or thesis).

Online Format & Completion Timelines

Online study employs a seven-week term format, with two terms in each semester. Students may complete the online program in two years. Online students will have the benefit of SBU's online student concierge, who will serve as a connection to SBU's offices and services.

Degree Requirements (35 credits)

Required (29, each three credits except IMC 555 & 830)

- IMC 500 Finding Your Voice: Introduction to IMC
- IMC 520 Finding the Path: Marketing Communications Research
- IMC 560 Finding Connections: Digital Communications
- IMC 580 Finding Significance: Social Media & Consumer Insights
- IMC 555 Finding Depth: Fieldwork (1 credit)
- IMC 600 Embracing Strategic Thinking:
Marketing Strategy & Planning for IMC
- IMC 610 Embracing Analysis: Tools of Analysis & Communication
- IMC 620 Embracing Your Talent: Creative, Strategy & Design

- IMC 700 Integrating Your Client's Needs: Plan Development
- IMC 800 Mastering the Field: Cases and Campaigns
- IMC 830 Mastering the Project: Final Defense (1 credit)

Electives (6 hours; must choose two of the following)**

- IMC 570 Finding Meaning in Data:
Analytics, Data Visualization, Interpretation
- IMC 590 Finding Them Where They Are:
Mobile Marketing Communications
- IMC 650 Embracing Your PR Skills:
Developing a Public Voice for your Client
- IMC 720 Integrating Visuals: Communication Design
- IMC 740 Integrating PR: Public Relations Best Practices
- IMC 760 Integrating the Hard Questions: Communication Ethics

**IMC students may also take up to two courses offered through the Master's of Business Administration (MBA) program or Master of Arts in Strategic Leadership program as Integrated Marketing electives upon approval of the respective program directors.

Midpoint Review

At the conclusion of the problem definition phase culminating with IMC 555 (Finding Depth: Fieldwork), students must pass a midpoint review. At this point, students present their client, a clearly defined communication problem and the results of their secondary and primary research to committee of faculty. Upon approval by the midpoint committee, students proceed to problem solution phase of the program.