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 professional 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.