The graduate program in Integrated Marketing Communications is designed for students seeking careers with or wishing to advance careers with marketers, advertising agencies, direct marketing organizations, public relations firms, and the media. For more information about this program, visit the program website (https://www.roosevelt.edu/academics/programs/masters-in-integrated-marketing-communications-msimc).

The IMC program is designed to allow students optimum flexibility in scheduling classes. A full schedule is offered each fall and spring, including required courses and a selection of Principles Courses and general electives. Students may choose to pursue the program full time or part time, according to their needs. This program allows new students to begin in either fall or spring terms.

Admission

Admission to the Integrated Marketing Communications program depends on previous academic success and work experience. Any admission with a grade point average below 3.0 will be probationary, requiring grades of B or higher in the first two courses and a first-semester grade point average of 3.0 or higher.

Domestic applicants with a bachelor's degree from a regionally accredited college or university and a grade point average of 3.0 (on a 4.0 scale) or higher, or a graduate degree in any discipline, will be granted unconditional admission. If the grade point average is between 2.7 and 3.0, probationary admission will be given and enrollment limited to two courses for the first term.

Appeals after denial. If the grade point average is below 2.7, the applicant may appeal an admission denial by submitting a letter with a detailed work history, three letters of recommendation (employers, faculty, etc.), an essay explaining career interests and objectives in the field of integrated marketing communications, and writing samples. The applicant also may be asked to submit the results of the Graduate Record Exam (GRE). All material should be submitted to Graduate Admission, which will forward the materials and the student's transcript to the department's faculty for review. If the appeal is approved, the student will be admitted on probation.

International students. International students for whom English is not the first language must submit transcripts of college work, results of the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS). The department recommends that international students also take the Roosevelt University English Language Program placement test before beginning graduate courses. Admission is based on a combination of these measures. In some cases, the faculty may require further evidence of English composition and/or mathematics skills. Students with deficiencies in these skills may be required to take designated undergraduate courses prior to admission. English Language Program courses that are required to begin the degree are not counted toward the IMC hours required for the degree.

Requirements

Students seeking the MSIMC degree are required to complete 36 credit hours with a grade point average of B (3.0) or higher, including six core courses, five elective courses (including at least three principles electives), and a required capstone course.

Transfer credit. No more than 6 hours of transfer credit for approved graduate-level courses will be accepted from another institution. Students wishing to transfer such credit should submit transcripts of their previous graduate work to the department for university review and official posting to their Roosevelt transcript as soon as possible after they enroll at RU.

Six-year rule. All course work and other requirements for the degree must be completed within six years of the student's admission to the program. Exceptions are granted only in unusual circumstances.

Core Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMC 401</td>
<td>BRAND MARKETING AND COMMUNICATIONS 1</td>
<td>3</td>
</tr>
<tr>
<td>IMC 409</td>
<td>METHODS OF IMC 1</td>
<td>3</td>
</tr>
<tr>
<td>IMC 440</td>
<td>MARKETING COMMUNICATIONS RESEARCH</td>
<td>3</td>
</tr>
<tr>
<td>IMC 446</td>
<td>BRAND PLANNING AND MESSAGE STRATEGY 1</td>
<td>3</td>
</tr>
<tr>
<td>IMC 452</td>
<td>IMC ETHICS AND SOCIETY</td>
<td>3</td>
</tr>
<tr>
<td>IMC 453</td>
<td>MULTICULTURAL MARKETING COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>IMC 480</td>
<td>IMC CAMPAIGN PLANNING</td>
<td>3</td>
</tr>
</tbody>
</table>

Principal Electives
All MSIMC students will complete five electives, including three selected from the principle electives listed below:

- IMC 443 PRINCIPLES OF IMC MEDIA PLANNING
- IMC 460 PRINCIPLES OF ACCOUNT PLANNING
- IMC 461 PRINCIPLES OF RELATIONSHIP MARKETING
- IMC 462 PRINCIPLES OF SOCIAL MEDIA MARKETING
- IMC 471 PRINCIPLES OF PUBLIC RELATIONS
- IMC 489 PRINCIPLES OF INTERNET MCOM

**Remaining General Electives**

Select two of the following (or two more electives from the list above):

- IMC 447 IMC CREATIVE CAMPAIGNS
- IMC 454 PUBLICATION DESIGN
- IMC 474 CRISIS COMMUNICATION
- IMC 481 INTERNATIONAL MARKETING CULTURES
- IMC 486 LEADING EDGE OF MARKETING COMMUNICATION
- IMC 491 INTERNATIONAL IMC STUDY EXP

**Work Experience Elective (optional)**

MSIMC students may complete a professional internship in an IMC field to round out their studies. One for-credit internship (IMC 499, 3 credit hours) is allowed as an elective in the 36-hour degree.

**Total Credit Hours** 36

A grade of B- or higher is required to continue in the program. Any student earning a C+ grade or lower is subject to dismissal from the program. Any student approved to retake one of these courses must retake the course in the next semester it is offered.

Any student who is taking but has not completed an internship, practicum, or other final project must maintain continuous registration during fall and spring semesters until completion of the project by registering for the appropriate zero-credit course (course number followed by "Y"). Students who have not maintained continuous registration for internship, practicum, or other final project will be required to register for all intervening fall and spring semesters prior to graduation.