The graduate program in Integrated Marketing Communications is designed for students seeking careers 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, meaning that both full-time and part-time students are able to complete their programs within two years. A full schedule is offered each fall and spring, including required courses and a selection of Principles Courses and general electives. The program offers a selection of courses every summer term as well. Students may choose to pursue the program full time or part time, and new students may 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, 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 complete 36 credit hours, including six core courses, five elective courses (including at least three Principles electives), and a required capstone course. An overall grade point average of B (3.0) or higher is required for the degree.

Required courses and elective options are listed below. See the degree map tabs above to determine course availability, depending on the term in which students first enroll.

Transfer credit. The department will accept up to 6 semester hours of transfer credit for approved graduate-level courses from another institution. Students wishing to transfer such credit should submit transcripts of their previous graduate work to the department for 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.
Integrated Marketing Communications, MSIMC

IMC 446  BRAND PLANNING AND MESSAGE STRATEGY ²  
IMC 452  IMC ETHICS AND SOCIETY  
IMC 453  MULTICULTURAL MARKETING COMMUNICATION  
IMC 480  IMC CAMPAIGN PLANNING  

Principles Courses
Integrated Marketing Communications students complete five electives, including three selected from the principles courses 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 IMC Electives
Select two of the following courses as electives (or two more 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.

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Fall</th>
<th>Spring</th>
<th>Total Credit Hours</th>
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<tbody>
<tr>
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Year 2

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<td>36</td>
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</table>

**Total Credit Hours 36**

1. A student who receives a grade of C+ or lower in IMC 401 BRAND MARKETING AND COMMUNICATIONS or IMC 409 METHODS OF IMC will be dismissed from the program.

2. A student who receives a grade of C+ or lower in IMC 446 BRAND PLANNING AND MESSAGE STRATEGY will be required to repeat the course in the next term or the next time it is offered before being allowed to continue in the program.

3. Three IMC Principles courses required. Choose from IMC 443, IMC 460, IMC 461, IMC 462, IMC 471 or IMC 489.

In brief:
- New IMC students take IMC 401 BRAND MARKETING AND COMMUNICATIONS and IMC 409 METHODS OF IMC in the first term.
- In addition to 401 and 409, these courses are required: IMC 440 MARKETING COMMUNICATIONS RESEARCH, IMC 446 BRAND PLANNING AND MESSAGE STRATEGY, IMC 452 IMC ETHICS AND SOCIETY, IMC 453 MULTICULTURAL MARKETING COMMUNICATION and IMC 480 IMC CAMPAIGN PLANNING.
- IMC 446 BRAND PLANNING AND MESSAGE STRATEGY is the prerequisite course for all Principles electives.
- Three Principles courses are required, as are two IMC elective courses.
- IMC 480 IMC CAMPAIGN PLANNING is recommended for the final term in the program.

These degree maps are based on the most current scheduling information from the IMC program and allow students to complete the IMC degree in two academic years. The degree map is reviewed annually and updated as schedules change.

Specific grade requirements for IMC 401, 409 and 446, which require grades of B- or above, are below. No more than two grades of C (not C-) may be applied toward the 36 hours used for the degree. A graduate course can only be repeated once; no more than two courses can be repeated.

Degree map for full-time students (at least 9 credit hours)
Students who wish to complete the program in less time may also register for summer term, when a selection of required courses, Principles courses and IMC electives is offered.

1. A student who receives a grade of C+ or lower in IMC 401 or IMC 409 will be dismissed from the program.

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Your degree map is designed to help you successfully complete your master’s degree. Two degree maps appear here: one for full-time students enrolling for the first time in fall term, and the other for part-time students starting in fall term. (Note that the degree maps for students starting in spring terms are reached through a separate tab, above.)
Two IMC Elective courses required. Choose from IMC 447, IMC 454, IMC 474, IMC 481, IMC 486 or IMC 491.

Degree map for part-time students taking two courses

The degree map below displays summer courses as well as the traditional fall and spring terms, which accommodates the part-time student who hopes to complete the master’s degree in two years. Summer is optional, but a selection of IMC required courses, Principles courses and IMC electives are available.

Part-time students taking a single course each term should map out an individual degree plan with their academic advisors, as not all courses are offered each term.

Year 1

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Fall</th>
<th>Credit Hours</th>
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<th>Credit Hours</th>
<th>Summer</th>
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</tbody>
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Total Credit Hours 36

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² A student who receives a grade of C+ or lower in IMC 446 will be required to repeat the course the next time it is offered before being allowed to continue in the program.

³ Three IMC Principles courses required. Choose from IMC 443, IMC 460, IMC 461, IMC 462, IMC 471 or IMC 489.

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Degree map for full-time students (at least 9 credit hours)

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<tr>
<th>Year 1</th>
<th>Fall</th>
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<th>Credit Hours</th>
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