## INTEGRATED MARKETING COMM (IMC)

### IMC 401 - BRAND MARKETING AND COMMUNICATIONS
The principles and practices of marketing in a broad sense and marketing communications within the context of marketing organizations. Communications applications in new product development, pricing theory, and distribution channel strategies. Includes a module on quantitative methods in marketing analysis and decision-making. (3) Credits: 3
Course Notes: MSIMC Majors only; not open to MBA students. Minimum grade of B- required in IMC 401 and IMC 409, to continue in the MSIMC program.

### IMC 409 - METHODS OF IMC
The use of marketing communications concepts and processes to build stronger brand relationships. An idea-centric model for the integration of marketing and communication to deliver customer-focused solutions. The marketing communication methods of advertising, public relations, sales promotion, direct response, personal sales, events, sponsorships, and customer service. (3) Credits: 3
Prerequisites: IMC 401 (may be taken concurrently) or MKTG 406 (may be taken concurrently)
Course Notes: Consent required for MBA majors. Minimum grade of B- required, in IMC 401 and IMC 409 to continue in the MSIMC program.

### IMC 440 - MARKETING COMMUNICATIONS RESEARCH
The importance of marketing information to the strategic decision-making process. Focus on research tools and techniques in marketing communications: product research, competitive analysis, audience and segmentation research, communications testing and media research. Emphasis on design, implementation, analysis and reporting of market research studies. (3) Credits: 3
Prerequisites: IMC 401 (may be taken concurrently) and IMC 409 (may be taken concurrently)

### IMC 443 - PRINCIPLES OF IMC MEDIA PLANNING
Applications in media planning for IMC. Media planning process from objectives and strategies to tactics, budgeting, and plan execution. Media selling, media buying, and using syndicated media research. (3) Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)
Course Notes: No more than one Principles elective may be taken concurrently with IMC 446.

### IMC 446 - BRAND PLANNING AND MESSAGE STRATEGY
Examination and execution of creative communication strategies from market analysis and value propositions to brand attributes and target segmentation. Marketing communication messages from concept and copy platforms to written completion. Emphasis on identifying goals and objectives, trends and tactics, and working towards the "big idea." (3) Credits: 3
Prerequisites: IMC 401 or MKTG 406 and IMC 409
Course Notes: Consent required for MBA majors.

### IMC 447 - IMC CREATIVE CAMPAIGNS
Overview of the visual arts in marketing communication. Fundamentals of brand identity and image, including print, broadcast, collateral, and web. Each student will be expected to demonstrate core competencies in creative decision-making in brand marketing. (3) Credits: 3
Prerequisites: IMC 446

### IMC 452 - IMC ETHICS AND SOCIETY
Examination of manipulative techniques beyond appropriate persuasion related to IMC activities. Development and identification of marketplace attitudes on ethics; frameworks for decision making; case studies of marketing campaigns in business and politics; ethical issues emerging from new technologies applied in IMC. (3) Credits: 3
Prerequisites: IMC 401 (may be taken concurrently) and IMC 409 (may be taken concurrently)

### IMC 453 - MULTICULTURAL MARKETING COMMUNICATION
Issues of globalism and domestic cultural diversity and their impact on IMC values. Focus on values, behaviors, and underlying assumptions related to verbal and visual communications strategies. Case studies of IMC campaigns directed towards culturally specific domestic and international audiences. (3) Credits: 3
Prerequisites: IMC 401 (may be taken concurrently) and IMC 409 (may be taken concurrently)

### IMC 454 - PUBLICATION DESIGN
Theories of design and practical experience with creating layout and using photos and art in newspapers, magazines, newsletters, online publications. Students use InDesign software for hands-on layout exercises. (3) Credits: 3
Prerequisites: IMC 446

### IMC 455 - MAGAZINE WRITING
Research and writing of articles for contemporary magazine publications. (3) Credits: 3
Prerequisites: IMC 446

### IMC 457 - MAGAZINE PRODUCTION
Research, writing, design, and production of magazine. Students learn the use of Adobe InDesign for page layout and creation of a magazine prototype. (3) Credits: 3
Prerequisites: IMC 446

### IMC 460 - PRINCIPLES OF ACCOUNT PLANNING
Creating marketing communications requires insights about the consumer insights often unavailable through classical quantitative research techniques. Class covers: consumer decision-making behavior, long-term branding strategies, qualitative research techniques, and the kind of executional strategy skills normally associated with a creative director. (3) Credits: 3
Prerequisites: IMC 446 and IMC 440
Course Notes: No more than one Principles elective, may be taken concurrently with IMC 446.
IMC 461 - PRINCIPLES OF RELATIONSHIP MARKETING
The strategy of CRM. Topics include technologies (for marketing communications, not IT professionals); data-mining for CRM applications, salesforce automation, marketing optimization, digital aids to customer service, business intelligence and product personalization.
Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)
Course Notes: No more than one principles elective may be taken concurrently with IMC 446.

IMC 462 - PRINCIPLES OF SOCIAL MEDIA MARKETING
An exploration of Social Media (Facebook, MySpace, Twitter blogs, chat, and more) and their ever increasing role within the communications landscape. A mix of lectures, readings, presentations by Social Media practitioners, and analyses of a wide range of corporate Social Media participation, leading to student efforts to incorporate Social Media into a fully integrated Marketing Communications program.
Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)
Course Notes: No more than one Principles elective, may be taken concurrently with IMC 446

IMC 471 - PRINCIPLES OF PUBLIC RELATIONS
Strategic functions and tactics of public relations. Models of creative thinking and problem-solving applied to the domains of public relations including media relations, community and member relations, investor relations, consumer relations, public affairs, and crisis communication. Skills in practical analysis and development of materials to generate reaction and support from targeted audiences.
Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)
Course Notes: No more than one Principles elective, may be taken concurrently with IMC 446.

IMC 472 - PROMOTIONAL MARKETING
Strategic approaches and tactical planning for applications in consumer and trade sales promotions. Business-to-business and business-to-consumer promotions techniques, including price deals, sampling, event sponsorship and shows, sweepstakes and contests, product placements, and tie-in partnerships.
Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)

IMC 474 - CRISIS COMMUNICATION
Course focuses on understanding the variety of crises that threaten and affect organizations and/or brands and the integrated activities that organizations employ to address and minimize crises; understanding the life cycle of crises as well as strategies and tactics; gaining familiarity with stakeholders and methods used to offset threatening activity.
Credits: 3
Prerequisites: IMC 446 and IMC 471

IMC 480 - IMC CAMPAIGN PLANNING
Capstone course in which students develop a complete IMC plan on a specific product or service. Focus on each element of the plan, covering the full content of the core program. Instructor provides counsel to student teams.
Credits: 3
Prerequisites: IMC 446
Course Notes: All required IMC courses plus three principles courses.

IMC 481 - INTERNATIONAL MARKETING CULTURES
Course consists of a 12-14 day study excursion abroad. Students will engage in a focused, intensive, university- and culturally-based learning experience. Participate in lectures/dischussions conducted both by RU and host-institution faculty, make site visits to a specific businesses/organizations, the agencies providing its marketing communications services, and other relevant locations to examine the character and scope of consumers and IMC practices in the featured country.
Credits: 3
Attributes: Travel Based Study
Prerequisites: IMC 401 or MKTG 406
Course Notes: Faculty-led International Travel.

IMC 486 - LEADING EDGE OF MARKETING COMMUNICATION
Designed to enhance student preparation for careers in various Media Marketing and IMC fields. This two-week summer intensive course includes one week of travel to meet with leading IMC professionals in New York followed by one week of in-class group work developing brand engagement programs using leading edge marketing communications tools and techniques.
Credits: 3
Attributes: Travel Based Study
Prerequisites: IMC 409 or MKTG 406
Course Notes: This is a faculty-led travel course., Click red CRN for detailed course description.

IMC 489 - PRINCIPLES OF INTERNET MCOM
New York followed by one week of in-class group work developing brand engagement programs using leading edge marketing communications tools and techniques.
Credits: 3
Attributes: Travel Based Study
Prerequisites: IMC 409 or MKTG 406
Course Notes: This is a faculty-led travel course., Click red CRN for detailed course description.

IMC 491 - INTERNATIONAL IMC STUDY EXP
This is a faculty-led international study trip that takes place over spring break during the spring term. Meetings before the trip are required; students must complete an application in the Office of International Programs and pay a deposit for the trip before registering.
Credits: 3
Attributes: Travel Based Study, Transformational Service Learning
Prerequisites: (IMC 401 or MKTG 406) and IMC 409 and IMC 453 (may be taken concurrently)
Course Notes: Click red CRN on the online schedule for details on the current version of this international travel course.

IMC 495 - INDEPENDENT STUDY
Credits: 1-3
Prerequisites: IMC 446

IMC 499 - GRADUATE INTERNSHIP
In-service training with a profession marketing or media operations. Students must successfully complete academic reflections and evaluations during their internship term, in addition to working a total of 225 hours, to receive credit for the internships.
Credits: 3
Prerequisites: IMC 446 (may be taken concurrently)
Course Notes: Completion of six IMC courses and consent of designated, faculty supervisor.
IMC 499P - IMC INTERNSHIP PREP
Chair approval required. This course is designed for students preparing to take the internship class for full credit. Subject to approval, students may take this course leading into a standard 3-credit internship.
Credits: 0
Course Notes: 6 MSIMC courses.

IMC 499Y - INTERNSHIP CONTINUATION
Students must register for IMC 499Y when their internship extends beyond the end of the term of original registration. IMC 499Y is also available as a "zero-credit internship" option for students who do not need to earn internship credit.
Credits: 0
Prerequisites: IMC 499