INTEGRATED MARKETING COMMUNICATIONS, MINOR

Integrated Marketing Communications is the term for the broad field that includes advertising, public relations, promotional marketing, and numerous other forms of persuasive professional communications activities. A minor in Integrated Marketing Communications would be a good complement to any major in business or any area of arts and sciences studies. Students completing the minor in Integrated Marketing Communications will add depth of marketing and business and persuasive communications background to whatever major area they have chosen. Courses are offered for the IMC program at the Chicago campus only.

Prerequisites
COMM 201 COMMUNICATION IN THE INFO AGE is the prerequisite course for this minor (grade C or better).

Requirements
Five courses (15-16 credit hours) are required for the minor in Integrated Marketing Communications. Students must complete three core requirements plus two elective IMC courses.

• Transfer students must complete at least three IMC courses (9 credit hours) at Roosevelt.
• No 100-level courses may count toward the hours required for this minor.
• No Pass/Fail grades are accepted for this minor.
• All courses for the minor must be completed with a minimum grade of C (not C-) or better.

Core Required Courses
IMC 202 IMC PRINCIPLES/BEST PRACTICES 3
IMC 302 FUNDAMENTALS OF PUBLIC RELATIONS 3
IMC 303 FUNDAMENTALS OF ADVERTISING 3

Elective Course Options (choose any two) 6-7
IMC 220 MEDIA WRITING
IMC 240 IMC RESEARCH
IMC 243 VISUAL COMMUNICATION
IMC 340 MEDIA RELATIONS
IMC 343 REPUTATION MANAGEMENT
IMC 344 BRAND MANAGEMENT
IMC 345 ADVERTISING MEDIA
IMC 349 ADVERTISING PORTFOLIO I
IMC 353 MULTICULTURAL MARKETING COMMUNICATIONS
IMC 362 DIGITAL/SOCIAL MARKETING COMMUNICATIONS
IMC 374 CRISIS COMMUNICATION
IMC 381 INTERNATIONAL MARKETING CULTURES

Total Credit Hours 15-16