

DIGITAL MARKETING, ADVERTISING AND PUBLIC RELATIONS, BA TO MARKETING COMMUNICATIONS, MSIMC

The broad field of Marketing Communications includes social and digital marketing, advertising, public relations, promotional marketing, and other forms of persuasive communications. The program is professional in focus and prepares students for entry-level work in any area of the field.

Through the accelerated BA/MS program, undergraduate students majoring or minoring in the Digital Marketing, Advertising, and Public Relations program may complete both degrees – in less time and at less cost – with just one additional year for the graduate degree the after completion of the B.A. Students start on the master's degree by taking graduate-level courses while finishing the undergraduate degree.

Roosevelt's faculty in Marketing Communications are professionals, first and foremost. All have had successful careers in the marketing communications business with responsibility for building and managing major-brand communications activities. All also have distinguished academic credentials. The Marketing Communications faculty designed this curriculum and bring their work experiences to bear in every class, keeping the courses up to date and in step with new developments in this constantly evolving field.

Admission to the accelerated program

Digital Marketing, Advertising, and Public Relations majors and minors with an overall grade point average of 3.0 should apply for the program by the end of the first semester of their junior year.

During the senior year, admitted students take three graduate-level Marketing Communications elective courses. When they begin the graduate program, the three senior-year graduate electives will also count toward the master's degree.

The double-counting of three electives allows students to complete the master's degree in a single year (fall and spring) after completing the BA. If a student admitted to the program falls below a 2.7 GPA before graduation with the BA, the student will not be allowed to continue into the graduate program. The graduate-level electives can still count as undergraduate credit as long as the final grades are at C (not C-) level or higher.

The major for the BA in Digital Marketing, Advertising, and Public Relations requires a total of 12 courses (37 credit hours), including nine core courses and three electives.

To receive a degree in this field, students admitted to the accelerated program must:

- Complete all courses in the major with a minimum grade of C (not C-) or better.
- Maintain at least an overall grade point average of B (3.0 or higher GPA) in the major.

- Successfully complete a professional internship work experience in the field, IMC 399 (<https://catalog.roosevelt.edu/search/?P=IMC%20399>) INTERNSHIP IN IMC.
- Successfully complete the capstone requirement, IMC 347 (<https://catalog.roosevelt.edu/search/?P=IMC%20347>) IMC CAMPAIGNS. This is a team project course in which students work to solve a marketing communications problem for a client and then present their team recommendations to the client.
- Complete 9 hours of graduate-level IMC electives in the senior year of the BA program.

In addition, note that:

- Transfer students must complete eight IMC courses (24 credit hours) at Roosevelt.
- No 100-level courses may count toward the hours required for this major.
- IMC 399 (<https://catalog.roosevelt.edu/search/?P=IMC%20399>) INTERNSHIP IN IMC is graded pass/fail. No other pass/fail grades are accepted for this major.

Core:

Code	Title	Credit Hours
IMC 202	IMC PRINCIPLES/BEST PRACTICES	3
IMC 220	MEDIA WRITING	4
IMC 240	MARKETING RESEARCH	3
IMC 262	FUNDAMENTALS OF PR	3
IMC 263	FUNDAMENTALS OF ADVERTISING	3
IMC 264	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING	3
IMC 347	CAMPAIGN PLANNING	3
IMC 363	LAW AND ETHICS	3
IMC 399	INTERNSHIP IN IMC	3
Electives		
Three electives in the major, all of which should be graduate-level Marketing Communications electives taken in the senior year.		9
General Education, University Writing Requirement, and Electives		83
Total Credit Hours		120

Requirements for entering the accelerated program through a Digital Marketing, Advertising, and Public Relations minor

Students with an overall GPA of 3.0 who are minoring in the Digital Marketing, Advertising, and Public Relations program and are interested in the accelerated program should follow these requirements:

- Apply for admission to the program in the junior year.
- Complete three required courses in the minor (IMC 202 IMC PRINCIPLES/BEST PRACTICES, plus two courses chosen from IMC 262 FUNDAMENTALS OF PR , IMC 263 FUNDAMENTALS OF ADVERTISING, and IMC 264 FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING.
- Complete three graduate-level electives in Marketing Communications.

All courses for the minor must be completed with a minimum grade of C (not C-) or better.

Course List:

Code	Title	Credit Hours
Required		
IMC 202	IMC PRINCIPLES/BEST PRACTICES	3
Select two courses from these three:		6
IMC 262	FUNDAMENTALS OF PR	3
IMC 263	FUNDAMENTALS OF ADVERTISING	3
IMC 264	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING (Select two courses from these three:)	3
Electives: Take three graduate-level Marketing Communications courses in the senior year		9

Requirements for the MS degree in the accelerated program

Students pursuing the accelerated degree complete 30 credit hours, including four core courses and a capstone course, plus five elective courses. 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.

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:

Code	Title	Credit Hours
IMC 405	BRAND MKTG AND COMM METHODS ¹	3
IMC 440	MARKETING COMMUNICATIONS RESEARCH	3
IMC 446	BRAND PLANNING AND MESSAGE STRATEGY ²	3
IMC 452	IMC ETHICS AND SOCIETY	3
IMC 480	CAMPAIGN PLANNING	3
Elective courses		
Select any five courses from the list below.		15
IMC 443	PRINCIPLES OF IMC MEDIA PLANNING	
IMC 447	CREATIVE MESSAGING: SOCIAL/DIGITAL/TRADITIONAL MEDIA	
IMC 453	GLOBAL MARKETING COMMUNICATION	
IMC 454	PUBLICATION DESIGN	
IMC 460	ACCOUNT PLANNING	
IMC 462	DIGITAL AND SOCIAL MEDIA MARKETING	
IMC 465	CONTENT MARKETING AND BRAND STORYTELLING	
IMC 471	PUBLIC RELATIONS	
IMC 474	CRISIS COMMUNICATION	
IMC 481	INTERNATIONAL MARKETING CULTURES	

IMC 485	INFLUENCER MARKETING
IMC 486	LEADING EDGE OF MARKETING COMMUNICATION
IMC 491	INTERNATIONAL IMC STUDY EXP
IMC 499	GRADUATE INTERNSHIP (Only one 3-hour internship can be counted toward the MSIMC degree.)
<hr/>	
Total Credit Hours	30

1

A student who receives a grade of C+ or lower in IMC 405 BRAND MKTG AND COMM METHODS will be dismissed from the program.

2

A student who receives a grade of C+ or lower in IMC 446 (<https://catalog.roosevelt.edu/search/?P=IMC%20446>) 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.

Any student who is taking but has not completed an internship, practicum, or other final project must maintain continued 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.

Year 1

Fall	Credit Hours	Spring	Credit Hours
FYS 101 ⁴		1 ENG 102	3
MATH 110		3 Ideas of Social Justice ⁵	3
ENG 101		3 Social Science #1 ²	3
BIOL 111 or 112 ⁵		4 Humanities #2	3
Humanities #1		3 Physical Science ⁵	3
		14	15

Year 2

Fall	Credit Hours	Spring	Credit Hours
COMM 201 (can be used as social science #2)		3 IMC 240	3
COMM 101		3 Social Science #3	3
IMC 202		3 Humanities #3	3
IMC 220		4 General Elective ¹	3
General Elective		3 General Elective ¹	3
		16	15

Year 3

Fall	Credit Hours	Spring	Credit Hours
IMC 262		3 IMC 363	3
IMC 263		3 General Elective ¹	3
IMC 264		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3

General Elective ¹	3 General Elective ¹	3	
	15	15	
Year 4			
Fall	Credit Hours	Spring	Credit Hours
IMC 399 ⁷		3 IMC 347 ⁷	3
Marketing Communications grad elective ⁸		3 Marketing Communications grad elective ⁸	3
Marketing Communications grad elective ⁸		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3
	15		15
Year 5			
Fall	Credit Hours	Spring	Credit Hours
IMC 405 ⁹		3 IMC 480	3
IMC 440		3 IMC 452	3
IMC 446 ⁶		3 Marketing Communications grad elective	3
		Marketing Communications grad elective	3
		9	12

⁸ Students admitted to the accelerated program complete three graduate-level Marketing Communications electives in the senior year. Among the options are IMC 443, IMC 447, IMC 474, either IMC 481 or IMC 491, and IMC 486.

⁹ A student who receives a grade of C+ or lower in IMC 405 BRAND MKTG AND COMM METHODS will be dismissed from the program.

Total Credit Hours 141

¹

General electives are courses outside the major. A course counting toward a minor may be taken here in place of a general elective.

²

COMM 150 recommended

³

An Ideas of Social Justice course is required for all new students with fewer than 30 hours and should be taken in students' second semester at Roosevelt. Ideas of Social Justice courses at the 200 level in Digital Marketing, Advertising, and Public Relations or in Journalism and Media Studies can fulfill this requirement and simultaneously be used as an elective in the major for students in the B.A. in Digital Marketing, Advertising, and Public Relations and the B.A. in Journalism and Media Studies.

⁴

The First-Year Success course is required of freshmen with fewer than 12 hours and is taken in the first semester at RU.

⁵

One Natural Science course must have a lab.

⁶

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.

⁷

IMC 347 IMC Campaigns and IMC 399 Internship in IMC fulfill the university's requirement for two Experiential Learning courses. Additional Experiential Learning courses are optional.