# INTEGRATED MARKETING COMM (IMC)

## IMC 150 - MEDIACULTURE
Considering the effects of society on media and media on society. This course will focus each semester on a different topic exploring and exposing the possibilities and issues of the ongoing relationship between media and society.

Credits: 3  
Attributes: Social Science  
Course Notes: Open to freshman. JOUR, IMC, and COMM majors cannot use 100, level courses as their major electives.

## IMC 202 - IMC PRINCIPLES/BEST PRACTICES
Introduction to methods of IMC. Survey the full range of marketing communication tools including advertising, public relations, sales promotion, direct response, event, sponsorship, and customer management. Emphasis on "idea-centric" planning for appropriate IMC channels.

Credits: 3  
Prerequisites: JOUR 201 (may be taken concurrently) or COMM 201 (may be taken concurrently)  
Course Notes: May be taken concurrently with COMM 201.

## IMC 220 - MEDIA WRITING
Learning to write clearly and concisely. Lab will cover basic writing skills as well as secondary research techniques needed for IMC assignments. Emphasis will be on revision, organization and style.

Credits: 4  
Prerequisites: JOUR 201 (may be taken concurrently) or COMM 201 (may be taken concurrently)

## IMC 240 - IMC RESEARCH
Research techniques for advertising, journalism, professional communication and public relations for measuring audience attitudes, interests, and opinions. Focus on selecting appropriate research methods/techniques; gathering primary and secondary data; analyzing, interpreting, reporting, and applying data in social, commercial, and political environments. Includes researching information on computerized databases and the Internet.

Credits: 3  
Prerequisites: JOUR 201 or COMM 201

## IMC 243 - VISUAL COMMUNICATION
Overview of the visual arts in marketing communication. Class will cover the fundamentals of brand aesthetics, including print, broadcast, collateral, and web. Upon completion each student will be expected to demonstrate core competencies in brand identity and creative decision-making.

Credits: 3  
Prerequisites: JOUR 201 or COMM 201

## IMC 302 - FUNDAMENTALS OF PUBLIC RELATIONS
Principles, history, and practice of public relations in business, educational institutions, social welfare organizations, government, and military services. Includes planning, research, writing, and production of PR materials.

Credits: 3  
Prerequisites: (IMC 202) and IMC 220 or JOUR 220  
Course Notes: or consent.

## IMC 303 - FUNDAMENTALS OF ADVERTISING
Overview of advertising principles and practice. Examination of the various domains in advertising (research, account management, and media planning and creative) as well as understanding the process and production of marketing communication in print, TV, web, and interactive.

Credits: 3  
Prerequisites: (IMC 202) and IMC 220 or JOUR 220  
Course Notes: or consent

## IMC 340 - MEDIA RELATIONS
This class is intended to demonstrate appropriate use of media to meet specific client objectives. Material covered will include media relations, product promotion, and crisis communication. This course will also cover current issues relevant to the field.

Credits: 3  
Prerequisites: IMC 302

## IMC 343 - REPUTATION MANAGEMENT
Course will cover a broad range of topics-stakeholder relations, developing strategic messages, how to organize a press conference and press briefing, manage internal issues as well as employee relations required to manage brand equity in today's marketplace.

Credits: 3  
Prerequisites: IMC 302

## IMC 344 - BRAND MANAGEMENT
Emphasis will be on broad brand building strategies and tactics for clients and agencies. Course will also examine financial aspects of client/agency relationship, personnel management and effective leadership techniques.

Credits: 3  
Prerequisites: IMC 302 and IMC 303

## IMC 345 - ADVERTISING MEDIA
Applications in media planning for IMC:Course examines the media planning process from objectives and strategies to tactics, budgeting, and plan execution. Class will also cover media selling and buying, as well as using syndicated media research.

Credits: 3  
Prerequisites: IMC 303

## IMC 347 - IMC CAMPAIGNS
Project-based capstone course, where students working in teams, create a unique and integrated brand campaign. Course will cover:situational analysis, audience research, key strategic decision, and creative development. Focus will be on incorporating both advertising and public relations tactics together with IMC methods.

Credits: 3  
Attributes: Transformational Service Learning  
Prerequisites: IMC 302 and IMC 303  
Course Notes: All core required IMC courses.

## IMC 349 - ADVERTISING PORTFOLIO I
Introduction to computer graphics programs (with a focus on InDesign) coupled with creative concept development. Covers techniques for "concepting" (idea generation) as well as fundamentals of art direction and copywriting.

Credits: 3  
Prerequisites: IMC 303
**IMC 350 - ADVERTISING PORTFOLIO II**
Students selected on the basis of performance in the IMC 349 Portfolio I. In this class, students will be expected to complete five campaigns, which will be reviewed by outside advertising creatives. Course work will cover both advanced art direction and copywriting techniques.
Credits: 3
Prerequisites: IMC 349 (may be taken concurrently)
Course Notes: Registration subject to instruction approval.

**IMC 353 - MULTICULTURAL MARKETING COMMUNICATIONS**
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.
Credits: 3
Attributes: Non-western Culture
Prerequisites: ENG 102
Course Notes: Sophomore Standing.

**IMC 357 - 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.
Credits: 3
Prerequisites: CRWR 153 or IMC 220 or JOUR 220

**IMC 362 - DIGITAL/SOCIAL MARKETING COMMUNICATIONS**
An exploration of Social Media (Facebook, Snapchat, Twitter, Instagram, Pinterest, blogs, 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 302 and IMC 303

**IMC 363 - LAW AND ETHICS**
First amendment rights and responsibilities; along with issues related to libel and slander. Class will also cover restrictions on print and broadcast media, as well as criteria for ethical decision-making by IMC professionals. Also listed as JOUR 363.
Credits: 3
Prerequisites: JOUR 220 (may be taken concurrently) or IMC 220 (may be taken concurrently)

**IMC 365 - BRAND STORYTELLING**
The exciting and rapidly expanding field of content marketing. The variety and styles of content marketing including big brands, niche storytelling, video events, and nonprofit research papers. All content marketing requires excellent reporting and writing skills. Students will practice developing story ideas with particular brands and audiences in mind, and for several different platforms including the web, social media, and a customer magazine; in-depth research, reporting, and interviews; and will learn how to tell a nonfiction story and to be cognizant of diversity, cultural awareness, and fairness issues in branded reporting, design, and editing.
Credits: 3
Prerequisites: IMC 220

**IMC 373 - EXAMINING MEDIA ETHICS**
An investigation of mass-mediated communication, and information as a mass commodity, on values, particularly the value of truth. In an age of information glut, where every possible point of view is represented, all points of view appear to have the same value. Having "values" demands the evaluation of ideas—seeing which ones are "better" than others. This course seeks to help the student find certainty in a culture of confusion.
Credits: 3
Prerequisites: ENG 102
Course Notes: Sophomore Standing or higher.

**IMC 374 - 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 220 and IMC 302

**IMC 381 - INTERNATIONAL MARKETING CULTURES: CHINA**
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/ discussions 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 202 or MKTG 302
Course Notes: Faculty-led International Travel.

**IMC 386 - LEADING EDGE OF MARKETING COMM**
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 202 or MKTG 302
Course Notes: This is a faculty-led travel course. Click red CRN for detailed course description.

**IMC 389 - PRINCIPLES OF INTERNET MCOM**
Case studies expose the theory and practice behind current web, intranet, and interactive marketing strategies. All tools and techniques of this and other emerging technologies. Hands-on experience with computer applications. Internet and Intranet applications, fundamentals of web site design, and multimedia presentations.
Credits: 3
Prerequisites: IMC 220

**IMC 390 - SPECIAL TOPICS IN IMC**
Course content varies by semester but will always focus on issues relevant to the marketing communication community.
Credits: 3
Prerequisites: IMC 202 and IMC 220
IMC 391 - INTERNATIONAL IMC STUDY EXPERIENCE
IMC 391 is designed to significantly enhance student preparation for careers in the various IMC fields in the age of globalism. Each 3 credit-hour course consists of a 10- (to 14) day study excursion to a country abroad during which students will engage in a focused, university-based learning experience. Students will participate in lectures/ discussions conducted both by RU and host-institution faculty on cultural-, industry-, and market-related topics, as well as make site visits to a specific business/organization, the agencies providing its marketing communications services, and other relevant locations to examine the character and scope of IMC practice in the featured country. To demonstrate their learning, students will produce a case study. Attendance at a pre-excursion session is required of all students.
Credits: 3
Attributes: Travel Based Study, Transformational Service Learning
Prerequisites: IMC 202 or MKTG 302
Course Notes: Click red CRN for details on this, International travel course

IMC 393 - IMC PRACTICUM
Designed for students who cannot complete traditional internships. Possible hands-on projects include projects developed by students for their employers. Chair approval required. Discuss proposals with the department chair.
Credits: 3
Prerequisites: IMC 302 and IMC 303
Course Notes: Chair consent.

IMC 395 - INDEPENDENT STUDY
Credits: 1-3

IMC 399 - INTERNSHIP IN IMC
Professional in-service training with an advertising, public relations, media or marketing entity. See advisor for internship syllabus.
Credits: 3
Attributes: Transformational Service Learning
Prerequisites: IMC 302 and IMC 303
Course Notes: 3 additional core IMC courses required.

IMC 399Y - IMC INTERNSHIP EXTENSION
This is an extension registration available only to select students. Only students who are currently carrying over registration (with an "I" or "IP" grade) for the for-credit IMC 399 IMC Internship course who need to extend the registration to complete the internship work. Registration for this IMC 399Y course requires an individual section registration form completed and signed by the student AND the Chair of the Department of Communication.
Credits: 0