

MARKETING COMMUNICATIONS, MSIMC

The graduate program in 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 Marketing Communications program allows 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 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 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 course, IMC 405 BRAND MKTG AND COMM METHODS, 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 marketing communications, and writing samples. The applicant also may be asked to submit the results of the Graduate Record Exam. All material should be submitted to Graduate Admission, which 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. 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.

Standards

Graduate students must complete all program requirements, including required undergraduate or English Language Program courses, with an overall grade point average of B (3.0) or higher. **No grade below C (not C-)**

can be counted for graduate credit, and no more than 6 credit hours of C+ or C grades may be counted toward the total credits for the master's degree. Although these 6 credit hours of C are acceptable toward the degree, grades of C indicate work below the level expected of graduate students.

Foundational courses. IMC 405 BRAND MKTG AND COMM METHODS and IMC 446 BRAND PLANNING AND MESSAGE STRATEGY are designated "foundational courses," meaning that the program builds off what is learned in these courses. A student who receives a grade of C+ or lower in IMC 405 BRAND MKTG AND COMM METHODS will be dismissed from the program. 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. A graduate course can only be repeated once; no more than two courses can be repeated in graduate studies.

Probationary admission. A student admitted on probation will be limited to two courses (6 credit hours) in the first term of enrollment and must receive grades of B (3.0) or above in these first two courses to remain in the program. A student who is admitted on probation and falls into probation again in a future term is subject to dismissal from the program.

ELP and other language-skills courses. Excellent communication skills, including proficiency in spoken and written English, are vital for success in this program, even for those who expect to work in other languages. International students who take the Roosevelt University English Language Program courses must be enrolled in ELP 111 COMPOSITION-BRIDGE LEVEL before beginning graduate courses.

Requirements

Students seeking the MSIMC degree complete 30 credit hours, including five core courses and 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, 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.

Code	Title	Credit Hours
Core required courses		
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		15

IMC 443	PRINCIPLES OF IMC MEDIA PLANNING
IMC 460	ACCOUNT PLANNING
IMC 462	DIGITAL AND SOCIAL MEDIA MARKETING
IMC 471	PUBLIC RELATIONS
IMC 447	CREATIVE MESSAGING: SOCIAL/DIGITAL/TRADITIONAL MEDIA
IMC 453	GLOBAL MARKETING COMMUNICATION
IMC 454	PUBLICATION DESIGN
IMC 465	CONTENT MARKETING AND BRAND STORYTELLING
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

Work experience elective (optional)

Marketing Communications students may complete a professional internship in a marketing communications field to round out their studies. One for-credit internship (IMC 499, 3 credit hours) is allowed as an elective in the 30-hour degree.

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 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.

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.)

In brief:

- New Marketing Communications students take IMC 405 BRAND MKTG AND COMM METHODS in the first term.
- In addition to 405, these courses are required: IMC 440 MARKETING COMMUNICATIONS RESEARCH, IMC 446 BRAND PLANNING AND MESSAGE STRATEGY, IMC 452 IMC ETHICS AND SOCIETY, and IMC 480 CAMPAIGN PLANNING.

- IMC 446 BRAND PLANNING AND MESSAGE STRATEGY is either a corequisite course or prerequisite course for all Marketing Communications electives.
- Five Marketing Communications courses are required as electives.
- IMC 480 CAMPAIGN PLANNING is recommended for the final term in the program.

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

Specific requirements for IMC 405 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 30 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 and elective Marketing Communications courses is offered.

Year 1

Fall	Credit Hours	Spring	Credit Hours
IMC 405 ¹		3 IMC 446 ²	3
IMC 440		3 Marketing Communications elective ³	3
IMC 452		3 Marketing Communications elecctive ³	3
		Marketing Communications elective ³	3
		9	12

Year 2

Fall	Credit Hours
IMC 480	3
Marketing Communications elective ³	3
Marketing Communications elective ³	3
	9
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 (<http://catalog.roosevelt.edu/search/?P=IMC%20446>) will be required to repeat the course the next time it is offered before being allowed to continue in the program.

3

Five Marketing Communications elective courses are required.

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, a schedule that accommodates the part-time student who hopes to complete the master's degree in two years. Summer is optional, but a selection of required and elective Marketing Communications courses is 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

Fall	Credit Hours	Spring	Credit Hours	Summer	Credit Hours
IMC 405 ¹		3 IMC 446 ²		3 Marketing Communications elective ³	3
IMC 440		3 IMC 452		3 Marketing Communications elective ³	3
		6			6

Year 2

Fall	Credit Hours	Spring	Credit Hours
Marketing Communications elective ³		3 IMC 480	3
Marketing Communications elective ³		3 Marketing Communications elective ³	3
		6	6

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 BRAND PLANNING AND MESSAGE STRATEGY will be required to repeat the course the next time it is offered before being allowed to continue in the program.

3

Five Marketing Communications elective courses are required.

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 spring term, and the other for part-time students starting in spring term. (Note that the degree maps for students starting in fall terms are reached through a separate tab, above.)

In brief:

- New IMC students take IMC 405 BRAND MKTG AND COMM METHODS in the first term.
- In addition to 405, these courses are required: IMC 440 MARKETING COMMUNICATIONS RESEARCH, IMC 446 BRAND PLANNING AND MESSAGE STRATEGY, IMC 452 IMC ETHICS AND SOCIETY, and IMC 480 CAMPAIGN PLANNING.

- IMC 446 BRAND PLANNING AND MESSAGE STRATEGY is either a corequisite course or prerequisite course for all Marketing Communications electives.
- Five Marketing Communications elective courses are required.
- IMC 480 CAMPAIGN PLANNING is recommended for the final term in the program.

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

Specific requirements for IMC 405 BRAND MKTG AND COMM METHODS and IMC 446 BRAND PLANNING AND MESSAGE STRATEGY, 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.

Note that tuition rates are set each year for the traditional academic year of fall, spring, and summer. New rates, if changes are approved, become effective in fall terms.

Degree map for full-time students starting in a spring term (at least 9 credit hours)

Year 1

Spring	Credit Hours	Fall	Credit Hours
IMC 405 ¹		3 IMC 446 ²	3
IMC 440		3 Marketing Communications elective ³	3
IMC 452		3 Marketing Communications elective ³	3
		Marketing Communications elective ³	3
		9	12

Year 2

Spring	Credit Hours
IMC 480	3
Marketing Communications elective ³	3
Marketing Communications elective ³	3
9	

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 BRAND PLANNING AND MESSAGE STRATEGY will be required to repeat the course the next time it is offered before being allowed to continue in the program.

3

Five Marketing Communications elective courses are required.

Degree map for part-time students taking two courses

The degree map below displays the traditional fall and spring terms, as well as summer courses, a schedule that accommodates the part-time student who hopes to complete the master's degree in two years. Summer is optional, but a selection of Marketing Communications required and elective courses is 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

Spring	Credit Hours	Summer	Credit Hours	Fall	Credit Hours
IMC 405 ¹		3 Marketing Communications elective ³		3 IMC 446 ²	3
IMC 440		3 Marketing Communica elective ³		3 IMC 452	3
		6			6

Year 2

Spring	Credit Hours	Summer	Credit Hours
IMC 480		3 Marketing Communications elective ³	3
Marketing Communica elective ³		3 Marketing Communica elective ³	3
		6	6

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 BRAND PLANNING AND MESSAGE STRATEGY will be required to repeat the course the next time it is offered before being allowed to continue in the program.

3

Five Marketing Communications elective courses are required.