

# 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 405 - BRAND MKTG AND COMM METHODS

This course considers the principles and practices of brand marketing in a broad sense and marketing communications within the context of marketing organizations. Brand marketing applications in product development, pricing, distribution channel strategies, and particular attention will be paid to promotions, which is the brand communications element of the brand marketing mix. Credits: 3

Course Notes: Admission to the MSIMC program., MBA students who have completed MKTG 406 with minimum grade, B-

## 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. Credits: 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. Credits: 3

Credits: 3

Prerequisites: IMC 405 (may be taken concurrently) or 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. Credits: 3

Credits: 3

Prerequisites: IMC 446 (may be taken concurrently)

Course Notes: Previously offered as 'PRINCIPLES OF IMC MEDIA PLANNING

## 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. Credits: 3

Credits: 3

Prerequisites: IMC 405 or IMC 409

Course Notes: Consent required for MBA majors.

## IMC 447 - 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. Credits: 3

Credits: 3

Prerequisites: IMC 446

Course Notes: Previously offered as 'IMC CREATIVE CAMPAIGNS

## 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. Credits: 3

Credits: 3

Prerequisites: IMC 405 (may be taken concurrently) or IMC 409

## IMC 453 - GLOBAL 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. Credits: 3

Credits: 3

Prerequisites: IMC 405 (may be taken concurrently) or IMC 409

## 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. Credits: 3

Credits: 3

Prerequisites: IMC 446

## IMC 455 - MAGAZINE WRITING

Research and writing of articles for contemporary magazine publications. Credits: 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. Credits: 3

Credits: 3

Prerequisites: IMC 446

## IMC 460 - 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. Credits: 3

Credits: 3

Prerequisites: IMC 446 and IMC 440

**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 - DIGITAL AND SOCIAL MEDIA MARKETING**

Digital and Social media marketing is now a foundational skillset, an absolute imperative, in the practice of marketing communications. In this course, we explore all things digital marketing including, but not limited to, social media marketing, internet and mobile display advertising, content marketing, email marketing, search engine marketing and optimization.

Credits: 3

Prerequisites: IMC 446 (may be taken concurrently)

Course Notes: No additional credit given for, PRINCIPLES OF SOCIAL MEDIA MARKETING

**IMC 465 - CONTENT MARKETING AND BRAND STORYTELLING**

Content marketing course in which students develop story ideas with particular brands and audiences in mind, and for platforms including the web, social media, and a customer magazine. In-depth research, reporting, and interviewing; telling nonfiction stories; developing cognizance of diversity, cultural awareness, and fairness issues in branded reporting, design, and editing.

Credits: 3

Prerequisites: IMC 446 (may be taken concurrently)

Course Notes: Admission to graduate IMC

**IMC 471 - 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)

**IMC 472 - BRAND PROMOTION AND ACTIVATION**

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 - 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: For MSIMC Students ONLY., Should be taken only after all other required, classes are completed.

**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/ 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: 3-6

Attributes: Travel Based Study

Prerequisites: IMC 401 or MKTG 406

Course Notes: Faculty-led International Travel.

**IMC 485 - INFLUENCER MARKETING**

Influencer Marketing is about building relationships between brands and influencers. The influencer promotes the brand's products or services to his/her followers on social media (Facebook, Snapchat, Instagram) and digital media channels such as blogs, v-logs, articles and reviews. Students in this course will study the ethics of influencer marketing and learn how to identify and build relationships to engage influencers in promoting brand products and messages to followers.

Credits: 3

Prerequisites: IMC 446

**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**

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 446 (may be taken concurrently)

Course Notes: No more than one Principles elective, may be taken concurrently with IMC 446.

**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

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 493 - PRACTICUM**

On-the-job independent study for students employed full-time in marketing communications. Requirements include a paper that is either an assessment of the student's employment position or a report on a special communications project assigned by the student's employer.

Credits: 3

Course Notes: Completion of 6 required courses and consent of designated, faculty supervisor

**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 - THE PROFESSIONAL INTERNSHIP**

Approval of internship coordinator required. This course is designed for students preparing to take the internship course for full (3 hours) credit. Covers internship search strategies, resume preparation, interviewing skills.

Credits: 0

Course Notes: IMC 499P students need six MSIMC courses, ; IMC 399P students need IMC 302 and 303;, JMS students need JMS 220.

**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