INTEGRATED MARKETING COMMUNICATIONS, BA/MS ACCELERATED PROGRAM

The broad field of Integrated 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, students majoring or minoring in Integrated Marketing Communications may complete both degrees – at less cost – in five years. Students start on the master’s degree by taking graduate-level courses while finishing the undergraduate degree.

Roosevelt’s faculty in Integrated Marketing Communications are professionals, first and foremost. All have had successful careers in the IMC business with responsibility for building and managing major-brand communications activities. All also have distinguished academic credentials. IMC 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 the accelerated program

IMC majors and minors with an overall grade point average of 3.0 can 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 IMC elective courses. When they begin the IMC 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-spring-summer) 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 BA program.

The major for the BA in Integrated Marketing Communications requires a total of 12 courses (37 credit hours), including eight core courses and four 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.

Requirements for entering the accelerated program through an IMC minor

Students with an overall GPA of 3.0 who are minoring in IMC and are interested in the accelerated program should follow these requirements:

• Apply for admission to the program in the junior year.
• Complete the three required courses in the minor (IMC 202 IMC PRINCIPLES/BEST PRACTICES, IMC 302 FUNDAMENTALS OF PUBLIC RELATIONS and IMC 303 FUNDAMENTALS OF ADVERTISING).
• Complete three graduate-level electives in IMC.
• 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.
• Maintain an overall GPA of 3.0 or higher.

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

Course List:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMC 202</td>
<td>IMC PRINCIPLES/BEST PRACTICES</td>
<td>3</td>
</tr>
<tr>
<td>IMC 220</td>
<td>MEDIA WRITING</td>
<td>4</td>
</tr>
<tr>
<td>IMC 240</td>
<td>IMC RESEARCH</td>
<td>3</td>
</tr>
<tr>
<td>IMC 302</td>
<td>FUNDAMENTALS OF PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>IMC 303</td>
<td>FUNDAMENTALS OF ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>IMC 347</td>
<td>IMC CAMPAIGNS</td>
<td>3</td>
</tr>
<tr>
<td>IMC 363</td>
<td>LAW AND ETHICS</td>
<td>3</td>
</tr>
<tr>
<td>IMC 399</td>
<td>INTERNSHIP IN IMC</td>
<td>3</td>
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</table>

Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Four electives in the major, three of which should be graduate-level electives taken in the senior year.</td>
<td>12</td>
</tr>
</tbody>
</table>

General Education, University Writing Requirement, and Electives

<table>
<thead>
<tr>
<th>Course List</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Total Credit Hours</td>
<td>120</td>
</tr>
</tbody>
</table>

1 The fourth elective should be at the 200 or 300 level in IMC, JOUR or MED.
Requirements for the MS degree in the accelerated program

Students pursuing the accelerated MSIMC degree complete 36 credit hours, including five core courses and a capstone course, plus six elective courses (including at least three Principles electives). 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:

- **IMC 401**: BRAND MARKETING AND COMMUNICATIONS
- **IMC 440**: MARKETING COMMUNICATIONS RESEARCH
- **IMC 446**: BRAND PLANNING AND MESSAGE STRATEGY
- **IMC 452**: IMC ETHICS AND SOCIETY
- **IMC 453**: MULTICULTURAL MARKETING COMMUNICATION
- **IMC 480**: IMC CAMPAIGN PLANNING

Principles Courses

Select at least three courses from the list below.

- **IMC 443**: PRINCIPLES OF IMC MEDIA PLANNING
- **IMC 460**: PRINCIPLES OF ACCOUNT PLANNING
- **IMC 461**: PRINCIPLES OF RELATIONSHIP MARKETING
- **IMC 462**: PRINCIPLES OF SOCIAL MEDIA MARKETING
- **IMC 471**: PRINCIPLES OF PUBLIC RELATIONS
- **IMC 489**: PRINCIPLES OF INTERNET MCOM

Remaining IMC Electives

Select three of the following courses as electives (or three more from the list above):

- **IMC 447**: IMC CREATIVE CAMPAIGNS
- **IMC 454**: PUBLICATION DESIGN
- **IMC 465**: BRAND STORYTELLING
- **IMC 474**: CRISIS COMMUNICATION
- **IMC 481**: INTERNATIONAL MARKETING CULTURES

**Total Credit Hours**: 36

1. A student who receives a grade of C+ or lower in IMC 401 (https://catalog.roosevelt.edu/search/?P=IMC%20401/) BRAND MARKETING AND COMMUNICATIONS 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.
<table>
<thead>
<tr>
<th>Year 3</th>
<th>Fall</th>
<th>Credit Hours</th>
<th>Spring</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMC 302</td>
<td>3 IMC 363</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>IMC 303</td>
<td>3 IMC 399, IMC 2XX, IMC 3XX, JMS 2XX, or JMS 3XX</td>
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<tr>
<td>General Elective</td>
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<td>Year 4</td>
<td>Fall</td>
<td>Credit Hours</td>
<td>Spring</td>
<td>Credit Hours</td>
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<tr>
<td>IMC 399, IMC 2XX, IMC 3XX, JMS 2XX, or JMS 3XX</td>
<td>3 IMC 347</td>
<td>3</td>
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<tr>
<td>IMC grad elective</td>
<td>3 General Elective or IMC grad elective</td>
<td>3</td>
<td></td>
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<tr>
<td>General Elective or IMC grad elective</td>
<td>3 General Elective or IMC grad elective</td>
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<td>General Elective</td>
<td>3 General Elective</td>
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<tr>
<td>Year 5</td>
<td>Fall</td>
<td>Credit Hours</td>
<td>Spring</td>
<td>Credit Hours</td>
</tr>
<tr>
<td>IMC 401</td>
<td>3 IMC 480</td>
<td>3 IMC 480</td>
<td>3 Three IMC electives (Or 452 and/or 453 if not taken, plus elective to total 9 hours)</td>
<td>9</td>
</tr>
<tr>
<td>IMC 440</td>
<td>3 IMC 452</td>
<td>3</td>
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</table>

Total Credit Hours 147

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. Any course at the 200 level within the discipline.
3. Any course at the 300 level within the discipline.
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. An Ideas Across Disciplines course is required for all new students with fewer than 30 hours and should be taken in students’ second semester at Roosevelt. Ideas Across Disciplines courses at the 200 level in Integrated Marketing Communications, Journalism, or Media Studies can fulfill this requirement and simultaneously be used as an elective in the major for students in the B.A. in Integrated Marketing Communications and the B.A. in Journalism and Media Studies.
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.
8. Students admitted to the accelerated program complete three graduate-level IMC electives in the senior year. Among the options are IMC 443, IMC 447, IMC 474, either IMC 481 or IMC 491, and IMC 486.