

# INTEGRATED MARKETING COMM (IMC)

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## 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: COMM 201 (may be taken concurrently)

## IMC 215 - CAUSE-RELATED MARKETING

To save even small parts of the world, one needs to raise funds, create engagement, attract activists, build consensus, understand why people dedicate themselves to particular social issues, and comprehend the social and cultural limitations with which society attempts to thwart or re-direct world-improvers. Classics on this topic in psychology, sociology and cultural anthropology will frame the discussion. Heavy emphasis on the nuts and bolts of how it's done.

Credits: 3

Attributes: Social Science

Prerequisites: ENG 101

## 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: COMM 201 (may be taken concurrently)

## IMC 240 - MARKETING 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: COMM 201

Course Notes: No additional credit granted for "IMC RESEARCH

## 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: COMM 201

## IMC 262 - FUNDAMENTALS OF PR

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

Course Notes: This course is equivalent to IMC 302.

## IMC 263 - 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

Course Notes: This course is equivalent to IMC 303.

## IMC 264 - FUNDAMENTALS OF 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 202

## 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 262

## 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 262 and IMC 263

## IMC 345 - ADVERTISING MEDIA

Course examines the media planning process from objectives and strategies to tactics, budgeting, and plan execution; also covers media selling and buying, as well as using syndicated media research.

Credits: 3

Prerequisites: IMC 263

## IMC 347 - CAMPAIGN PLANNING

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

Credits: 3

Prerequisites: IMC 262 and IMC 263

Course Notes: No additional credit granted for "IMC Campaigns.

## IMC 349 - ADVERTISING PORTFOLIO I

An overview of the creative process, as applied to integrated marketing communication; covers techniques for "concepting" (idea generation) as well as fundamentals of art direction and copywriting.

Credits: 3

Prerequisites: IMC 202

**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 instructor 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 354 - PUBLICATION DESIGN**

Theories of design and practical experience with creating layout and using photos and art in newspapers, magazines, newsletters, online publications. Students will use Adobe InDesign software for hands-on layout exercises.

Credits: 3

Prerequisites: JOUR 220 or IMC 220

**IMC 355 - MAGAZINE WRITING**

Research and writing of articles for contemporary magazine publications

Credits: 3

Prerequisites: IMC 220 or JOUR 220 or CRWR 153

**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; 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.

Credits: 3

Prerequisites: IMC 220 (may be taken concurrently)

Course Notes: Journalism and, Media Studies students must take JMS 363.

**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 262 and IMC 263

**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 262

**IMC 381 - 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 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 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

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**

Independent projects in marketing communications areas in which students work closely with a faculty supervisor. Students must arrange their projects with their faculty supervisors before registering for their independent studies.

Credits: 1-3

Course Notes: Department chair approval required.

**IMC 399 - INTERNSHIP IN IMC**

In-service training with a professional marketing, public relations, advertising or media operation. Students must successfully complete academic reflections and evaluations during their internship term, in addition to working a total of 225 hours at a single internship, to receive credit for their internships.

Credits: 3

Prerequisites: IMC 262 and IMC 263

Course Notes: 3 additional core IMC courses required.

**IMC 399P - THE PROFESSIONAL INTERNSHIP**

Approval of departmental 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

Prerequisites: IMC 262 and IMC 263

**IMC 399Y - IMC INTERNSHIP EXTENSION**

Available only to students currently carrying over registration (with an "incomplete" or "in progress" grade) for the credit-bearing IMC 399 Internship course. IMC 399Y is available for students needing to extend their original registration to complete their internship work. Students who wish to register for IMC 399Y should consult the internship coordinator, as this registration requires an additional form and the department chair's approval.

Credits: 0