

## M.S. in Integrated Mktg. Communication

### Description

The program is a professional master's degree in which students learn to create and manage coordinated communications that connect people and organizations. The curriculum blends theory, insight, and real-world application with a focus on the strategic integration of several media fields, including advertising, public relations, brand strategy, digital media, direct mail, content marketing, and research. By taking an audience-centered approach, practitioners can create consistent and effective messages that influence audience behavior. Graduates are prepared for leadership roles in advertising and PR agencies, corporations, media, nonprofit organizations, health care, political communication, sports, or government.

### Specializations

- [Emphasis - IMC Online Only Program](#)
- [Emphasis - IMC Residential Program](#)

