

## Track - Integrated Marketing Comm

- [M.A. in Journalism](#)
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### **M.A. in Journalism** **Description**

The master's graduate program in the School of Journalism and New Media offers three tracks: academic, professional, and Integrated Marketing Communications.

M.A. students without academic or professional background in journalism may be required to pursue a course of study that combines undergraduate and graduate journalism courses.

### **Minimum Total Credit Hours: 30** **Course Requirements**

#### **Academic**

Students take a 30-semester-hour program of study as follows: Jour 651, 652, 654, and 655; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a thesis or thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

#### **Professional Journalism**

Students take a 30-semester-hour program of study as follows: Jour 578, Jour 590, Jour 610, and Jour 668; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a professional thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

#### **Integrated Marketing Communications**

Students will be required to complete 36 hours -- eight core courses and four electives. These core and elective courses, which have been approved by the school's graduate faculty and the university's Graduate Council, will comprise the program.

##### **Core**

- IMC 501 Professional IMC Seminar/Introduction to IMC
- IMC 502 Consumer Behavior/Understanding the Target Audience
- IMC 503 Insights and Measurements
- IMC 504 Creative Development and Direction
- IMC 505 Internet and Mobile Media: Evolution of the Digital Space
- IMC 555 Managing Integration/The IMC Campaign
- IMC 557 Brand and Relationship Strategies
- IMC 602 Design and Visual Thinking

##### **Electives**

- IMC 507 Direct and Database Marketing
- IMC 508 Advanced Media Strategy and Analysis
- IMC 509 Special Problems in IMC
- IMC 556 Multicultural Marketing Communications
- IMC 601 Advanced Account Planning
- IMC 692 Public Relations as a Marketing Tool/Reputation Management

Other electives will also be possible, depending on individual students' interests.

### **Other Academic Requirements**

Applicants for the IMC track will be required to complete the online application on the Graduate School website. They must submit acceptable Graduate Record Exam scores and have at least a 3.0 undergraduate GPA. The school also requires a statement of purpose and three letters of recommendation from former professors or others who know their academic and professional qualifications.

## **Track - Integrated Marketing Comm** **Course Requirements**

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##### **Core**

- 501 Professional IMC Seminar / Introduction to IMC
- 502 Consumer Behavior / Understanding the Target Audience
- 503 Insights and Measurements
- 504 Creative Development and Direction
- 505 Internet and Mobile Media: Evolution of the Digital Space
- 555 Managing Integration / The IMC Campaign



- 557 Brand and Relationship Strategies
- 602 Design and Visual Thinking

**Electives**

- 507 Direct and Database Marketing
- 508 Advanced Media Strategy and Analysis
- 509 Special Problems in IMC
- 556 Multicultural Marketing Communications
- 601 Advanced Account Planning
- 692 Public Relations as a Marketing Tool / Reputation Management

Other electives will also be possible, depending on individual students' interests.

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