

Academic Plan as of Spring 2020

Program Description:

Integrated marketing communications unifies marketing communication elements — public relations, social media, and advertising — into a consistent branding effort that remains constant across distinct media channels. It empowers public and private organizations the ability to provide a seamless customer experience for products, services, and organizations. It touches all segments of marketing and communications, including social media marketing, digital media, journalism, market research, public relations, public outreach, broadcast media, and other related areas.

Prerequisites and Admissions Requirements:

High School Diploma or Equivalent

Program Learning Outcomes:

- By the end of the Integrated Marketing Communications certificate, students will:
 - Gain a basic understanding of marketing terminology
 - Understand the elements of a successful marketing campaign including; traditional, social, and digital media components
 - Identify the content development elements necessary for different marketing format.
 - Develop an understanding of consumer behavior and the impact of psychological theories on marketing strategies
 - Measure the effectiveness of a marketing campaign

Program Requirements:

To obtain the certificate in Integrated Marketing Communications, students must successfully complete four required courses plus an additional 2.4 CEUs of electives

Required Courses:

- Fundamentals of Integrated Marketing (IM1101)
- Digital and Social Media Marketing (IM1100)
- Consumer Behavior and Market Research (IM1103)
- Writing and Content Creation (IM1102) or Writing Across Communication (PR6109)

Elective Courses:

- Public Relations and Outreach
- Crisis Communications (PR6103)
- Special Events Planning (PR6102)
- Working with the Media (PR6114)
- Introduction to Social Media Marketing (WM8176)
- Editing & Proofreading Your Work (WR1150)
- Ethics in Marketing

- Internal Communications for Marketers (IM1105)
- Brand Management (IM1106)
- Introduction to Search Engine Optimization (WM8125)
- Public Speaking Bootcamp (CX1109)
- Google Adwords (WM8166)
- Youtube Marketing (WM8175)