

# INTEGRATED MARKETING COMMUNICATIONS, MA

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## Graduate Faculty

K. DeSimone, Ph.D  
 H. Harris, MFA  
 P. Hoffmann, Ph.D.  
 M. Jones-Kelley, MS  
 D. Kassnoff, MA  
 R. Lee, Ph.D.  
 C. McNall, JD  
 K. Young, Psy.D.

## Mission

We are committed to preparing students to be extraordinary and ethical gatherers, analyzers and communicators of information in a diverse, interactive global environment.

We provide undergraduate and graduate programs where students learn to investigate and wonder in their pursuit of knowledge to find truth. We value freedom of expression and basic human understanding and humility in recognition of our personal responsibility and social impact worldwide.

Students become better global stewards through interdisciplinary learning harnessing their creativity and wisdom making them better communicators, no matter the medium. Through entrepreneurial classroom experiences, dynamic classes, mentorship, and professional internship opportunities, we promote integrity, accuracy, professional standards and ethical principles.

## Program Overview

As the Jandoli School's first graduate program, Integrated Marketing Communications integrates the management of all communications and marketing tools to build positive and lasting relationships with consumers and stakeholders on the local, regional, national and international levels. An innovative graduate program in New York State, IMC remains a comprehensive way of looking at business communications in a world economy.

IMC realigns communications efforts, not as single and separate entities such as advertising, public relations, direct marketing, digital and social media marketing, research methods and business writing, but as a strategic coordination of a variety of communication and marketing voices. The end result is to optimize the impact of persuasive communication by coordinating the many important elements of the marketing communications mix.

Taking the 33 required credits in IMC gives graduate students the opportunity to hone their skills in critical thinking and analysis, business writing, and communications. In the end, our graduates will be stronger communicators and business practitioners and fully equipped to respond to IMC challenges on the local, regional, national and international levels.

## Completion Time and Program Structure SBU Campus

Students can complete the degree on St. Bonaventure's Main Campus in two academic years. Classes meet on Mondays and Wednesdays or Tuesdays and Thursdays from 6 to 9:55 p.m. during the fall and spring semesters.

### Online Only

Students taking the all-online format work at the own pace to complete the program in a timeframe that best meets their individual needs.

Courses are offered over seven-week periods during the fall, spring and summer semesters. The program may be completed in one year by taking two courses at a time or in two years taking one course each session.

## Admission Requirements

Admission to this program requires the following:

1. Completed application for admission
2. Transcripts from all colleges attended
3. Essay describing what attracted you to the IMC field and why you want to pursue a degree at St. Bonaventure University
4. Additional information, if requested by program director

Students are encouraged to complete their applications at least two months before their expected start date. International students should contact the Office of International Studies for additional requirements.

## Faculty

Most faculty have significant business experience on the local, regional, national and/or international levels. Faculty members are accessible to students.

Code	Title	Credits
<b>Required courses</b>		<b>27</b>
IMC-500	IMC PRINCIPLES/PRACTICES	
IMC-520	MKT COMMUNICATIONS RESEARCH	
IMC-560	NEW MEDIA: DIGITAL COMM	
IMC-600	STRATEGIC MKT/MGT FOR IMC	
IMC-610	FINANCIAL TOOLS FOR IMC & INTL ECONOMY	
IMC-620	IMC CREATIVE MESSAGE STRATEGY	
IMC-700	Integrated Communication Practices And Procedures	
IMC-740	THE PRACTICE OF PUBLIC RELATIONS	
IMC-800	IMC CAMPAIGN CAPSTONE	
IMC-830	IMC CAMPAIGN PROJECT	
<b>Electives</b> <sup>1</sup>		<b>6</b>
Select two of the following:		
IMC-570	ANALYTICS, DATA VISUALIZATION, & Interpretation	
IMC-580	INTERNET ADVERTISING AND SOCIAL MEDIA	
IMC-590	THE MOBILE WEB: MARKETING VIA MOBILE PHONES & TABLETS	
IMC-625	THE US HEALTH CARE SYSTEM	
IMC-650	PUBLIC RELATIONS SEMINAR	
IMC-660	ADV, INTNT MKT & PUBLICITY	

IMC-675	HEALTH CARE COMMUNICATION
IMC-680	ADVERTIS COPYWRITING & DESIGN DIRECTION
IMC-685	HEALTH CARE ETHICS
IMC-720	COMMUNICATIONS DESIGN
IMC-760	ETH ISS IN MASS COMM/BUS
IMC-820	ORG STRUCT/BEHAVIOR-IMC
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Total Credits	33

<sup>1</sup> IMC students may also take up to two courses offered through the Masters of Business Administration (MBA) program or Master of Arts in Strategic Leadership program as Integrated Marketing electives. The specific MBA and MSL courses that qualify as IMC electives are determined by, and approved by, the IMC Director and the Directors of the MBA and MSL programs.

## Exit Criteria

To be awarded the M.A. in Integrated Marketing Communications, a student will be evaluated on:

1. A cumulative GPA of at least 3.0
2. Submission of an original Integrated Marketing Communications Campaign project (in lieu of a comprehensive exam or thesis).