

INTEGRATED MARKETING COMM (IMC)

IMC-500 IMC PRINCIPLES/PRACTICES (3 Credits)

This is the foundational IMC course. It reviews the functional marketing communications areas such as advertising, PR, sales promotion, business communications and writing, and direct response in terms of their strengths and weaknesses in an integrated program. This course focuses on strategy and planning, with students concentrating on integrating targets, timing, and message strategies. It provides an overview of both U.S. and global marketing communication practices.

Restrictions: RG.INMCO

IMC-520 MKT COMMUNICATIONS RESEARCH (3 Credits)

This is an introductory course in the field of marketing research designed to provide the student with an overview of the purposes, procedures, and applications of marketing research. Students will learn not to only use market research but to do market research, through a step by step marketing research process. Students will learn how to obtain and use secondary data and syndicated information services, and to design and conduct both qualitative and quantitative primary marketing research. Finally, basic statistics, data analysis and reporting, as well as how to use statistical software, will be studied.

Restrictions: RG.INMCO

IMC-555 FINDING DEPTH: FIELDWORK (1 Credit)

A self-directed course for the execution of the Marketing Research Proposal developed in IMC 520. Students will navigate the real world of market research by submitting their research for approval by SBU's Institutional Review Board (IRB), conducting their research, and analyzing their results using the lessons provided in IMC 520. Faculty will be available to answer questions, however, students will be responsible for their own work, schedule, and results of their research. The outcome of this course is a fully executed research plan and insights obtained, that is ready for presentation by the student during the mid-point review. This is a P/F course with grade determined at the mid-point presentation.

Restrictions: RG.INMCO

IMC-560 NEW MEDIA: DIGITAL COMM (3 Credits)

The web has become an increasingly important communications tool. Not only must IMC professional present their information in a credible fashion, they must also present it in an easy to use, well organized fashion. This course will look specifically at digital communication as it influences the IMC practitioner; ensuring students learn how to design and manage corporate Web sites in order to best meet an organization's goals as well as the needs of various web audiences. Students will be encouraged to incorporate animation and video into their final website project and to fully demonstrate their ability to utilize the latest technology in website design.

Restrictions: RG.INMCO

IMC-570 ANALYTICS, DATA VISUALIZATION, & Interpretation (3 Credits)

Big data, media analytics, and geographic information systems (GIS) have changed the face of marketing communication research by allowing us to dig more deeply into data and research to find specific answers to general questions. This class examines big data and analytics and delves into GIS allowing students to visualize and interpret data in a number of ways. Students will analyze primary and secondary data to solve marketing communications problems and address the special problems created by large databases. Emphasis is on analytical technology and multivariate methods. The course stresses strategic use of analysis through application and project examples.

Prerequisite(s): #Take IMC-520

IMC-580 INTERNET ADVERTISING AND SOCIAL MEDIA (3 Credits)

Consumer adaptation of new communication applications and technologies (social websites, blogging, social bookmarking, micro-blogging, consumer-generated-content development) is changing the advertising landscape. This course will focus on applying strategic and creative thinking to creating marketing messages in the digital space, and students will learn to create marketing strategy for the digital space. The course will review current research on consumer perception of advertising in the digital space and explore case studies from companies making headway in online communication. Students will develop a fundamental understanding of how consumers use the digital space to enhance their lives, work and relationships. This course will expand upon the concepts of website creation and copywriting best practices, web user experience, website analytics, online advertising campaigns, social media and search engine optimization presented in IMC 560: New Media.

IMC-590 THE MOBILE WEB: MARKETING VIA MOBILE PHONES & TABLETS (3 Credits)

The Web is no longer a place we visit solely through a PC. Consumers worldwide now expect to access the Internet in motion on their mobile phones and tablets. This course will explore the mobile Web ecosystem, mobile consumers, key principles and distinctions of mobile marketing and best practices in integrated mobile campaigns. By course end, students will be capable of not only offering a strategic integrated mobile campaign, but will have a fundamental understanding of the global mobile marketplace and why the mobile web is the new marketing imperative.

IMC-600 STRATEGIC MKT/MGT FOR IMC (3 Credits)

This course is designed to develop decision making skills by examining selected topics including marketing strategy, analysis of strategic marketing opportunities, dominant themes in strategies marketing planning, and the design, implementation, and control of strategic marketing plans. Also, this class examines segmentation procedures, competitive analyses, portfolio lectures, case analysis, and a computer based simulation of strategic marketing management.

IMC-610 FINANCIAL TOOLS FOR IMC & INTL ECONOMY (3 Credits)

This course provides expert training on the financial tools with which the IMC executive must work while processing the translation of cold numbers into skilled communication. By offering a background in economics, time value of money, capital budgeting, financial markets and quantitative analysis, this course will prepare the IMC executive to oversee and make informed financial and budgetary decisions regarding an organization's IMC plan on the nation and/or international scale.

Restrictions: RG.INMCO

IMC-620 IMC CREATIVE MESSAGE STRATEGY (3 Credits)

This class focuses on strategic thinking and critical skills in the development of a variety of marketing communications messages. Students will learn to develop strategy, to evaluate creative work and to maintain strategic continuity across media. Students will also position products in terms of the competitive situation, the circumstances of use, and the cultural environment.

Restrictions: RG.INMCO

IMC-625 THE US HEALTH CARE SYSTEM (3 Credits)

This is an introductory course preparing students for the challenges and variety of issues related to working in healthcare. The US Healthcare System course describes, explains and analyzes the structure and function of the US healthcare system, including population health, epidemiology, government and commercial insurance, health professions, delivery systems, regulation, safety and quality, the experience of care, cost and outcomes.

IMC-650 PUBLIC RELATIONS SEMINAR (3 Credits)

This course provides a comprehensive analysis of public relations practices for the IMC practitioner in a global society. Topics include how to research, define, develop, and deliver an effective public relations campaign; use social media platforms for brands, work with for-profit and not-for-profit organizations; and manage and mitigate crisis communications situations on the local, regional, national, and/or international levels. Course pedagogies include case studies, guest speakers, simulations, and live client counseling. Finally, the course examines the use of computer technology and dialogue through social media as they apply to the public relations executive and the IMC practitioner.

Restrictions: RG.UG.GR

IMC-660 ADV, INTNT MKT & PUBLICITY (3 Credits)

This course introduces the concept of Integrated Marketing Communications as applied to the specific marketing elements of advertising and broadcast media, consumer and trade promotions, direct marketing, public relations and packaging/point of purchase tactics. Students learn to research, establish, and manage advertising campaigns, including evaluating those campaigns. In addition, students investigate how to use sales promotion to bring behavioral change in the contexts of consumer and trade promotion. Students learn how to generate and manage publicity.

Restrictions: RG.UG.GR

IMC-675 HEALTH CARE COMMUNICATION (3 Credits)

This course focuses on methods of communication within medical teams and units, across an organization, and among healthcare organizations. Techniques for communicating highly technical medical information to patients, families, and differently trained providers are examined. Foundational technical language of medicine and the basic terminology associated with common disorders and treatments, new technologies, and regulations will be reviewed. Basic principles involved in leadership skills and change management will be introduced.

IMC-680 ADVERTIS COPYWRITING & DESIGN DIRECTION (3 Credits)

The purpose of the course is to prepare students for the creative process, with an emphasis on copywriting and managing the visual arts aspects of creative marketing communications. The primary focus of this course will be the executional phase of the creative process: the conceptualizing, the trial-and-error, the intense executional discipline, the reworking, polishing and refinement, and the final presentation of ideas to either a creative director or a client.

IMC-685 HEALTH CARE ETHICS (3 Credits)

Certainly ethics is important in every branch of communication. But when conveying messages about subject matter as sensitive, high-stakes, and emotionally-charged as health care, ethics takes on a new level of significance. In this course, students will examine general principles of responsible communication in the new context of health communication. Through investigation of relevant case studies, students will logically extend and add definition to their existing moral frameworks. The course will emphasize the nuance and complexity of health-related ethical issues, including the impacts of technology on health privacy, stigma surrounding controversial health issues, illnesses, and treatment options, and one's moral responsibility to ensure accuracy in disseminating public health information.

IMC-698 SPECIAL TOPICS IN IMC (3.00000 Credits)**IMC-698A SP TOP. SALES COMMUNICATION/MANAGEMENT (3 Credits)**

The goal of this course is to provide graduate students with the knowledge and skills of sales communication and sales management in an organization. The course will cover the following topics: understanding the sales process and basic sales skills including interpersonal skill assessment, communication styles to overcome communication bias, creating selling relationships, and understanding the importance of business/interpersonal skills in business and social situations. The course will also cover the sales management process, including sales force hiring, negotiation and compensation models, time and territory management, sales ethics and the importance of sales management to an organization's revenue.

IMC-698B SP TOP. CORPORATE SOCIAL RESPONSIBILITY (3 Credits)

Restrictions: RG.UG.GR

IMC-698C SP TOP. ADVANCED CASES & CAMPAIGNS (3 Credits)**IMC-700 Integrated Communication Practices And Procedures (3 Credits)**

A directed learning class in which students work with a professor to develop a full marketing communications plan. Students will integrate research, strategy, marketing and communication tools into their plans. Plans will be prepared in electronic formats.

IMC-720 COMMUNICATIONS DESIGN (3 Credits)

This course examines the role design plays in effective communications. Emphasis is placed on achieving the goals set forward in the creative strategy to create an emotional connection with the audience. Course topics include: principles of design; effective use of color, typography and other graphic and design elements, and the fundamentals of branding. Students will strengthen their communication design skills through practical application across multiple communication pieces maintaining continuity across media.

Restrictions: RG.UG.GR

IMC-740 THE PRACTICE OF PUBLIC RELATIONS (3 Credits)

This course places the IMC student in a PR decision making role in which the primary requirement is to think in planning and program execution terms. Further, this course examines researching and assessing the public relations environment, establishing goals and objectives, selecting appropriate courses of communications actions, implementing those communications programs, and evaluating performance. Finally, the course examines the use of computer technology as it applies to the PR executive and the IMC practitioner.

Restrictions: RG.INMCO

IMC-760 ETH ISS IN MASS COMM/BUS (3 Credits)

This course examines manipulative techniques beyond appropriate persuasion related to integrated marketing communications activities. Students will study ethical theories, apply theories to communications and marketing decision making, and develop frameworks to support ethical decision making. Students will examine the professional choices requiring the IMC practitioner to have well established decision making skills, moral reasoning capability, and a strong sense of economic and political awareness. Through a close analysis of contemporary case studies and current thought on business choices, attitudes, behaviors, and professional and public accountability, students will be able to establish their personal professional code of ethical conduct.

IMC-800 IMC CAMPAIGN CAPSTONE (3 Credits)

A capstone course that prepares students for the Final Defense process. Outcomes of the course are presentation materials that are executive ready and professionally produced. Course will use student examples, real-life examples, and case studies to give students an opportunity to analyze and critique the quality and content of professional executive communication materials. Course will incorporate appropriate use of current technologies and presentation strategies to equip students for the Final Defense process.

Restrictions: RG.UG.GR

IMC-820 ORG STRUCT/BEHAVIOR-IMC (3 Credits)

This course explores ways to change organizations, ranging from start-up companies to established institutions, to meet the demands of ever-changing environments. Areas of in-depth discussion include the theoretical framework of organizational development and change, models of planned organizational change, barriers to implementing change and ways to overcome them, and the roles of the change agent and/or consultant. Students will gain skills in organizational entry and contracting, and will gain a better understanding of the challenge of change through analysis of the theory, research, and practice of IMC development.

IMC-830 IMC CAMPAIGN PROJECT (0 Credits)

This IMC campaign project is a fully developed integrated marketing campaign with strategy and tactics based on primary and secondary research conducted by the student. A plans book including creative executions is formally presented to a faculty committee in fulfillment of the final requirement for graduation.

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