

Professional Studies Marketing Communication (MPMC)

MPMC 5000 Marketing Ethics 3 Credits

Core course requirement for the IMC program. A minimum grade of "B" is required to pass.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 5008 Photo and Video Storytelling 3 Credits

This course is designed to give the student the ability to communicate in the Video Age--whether for television or the web. We call it storytelling to emphasize the communication of ideas, rather than simply the technical knowledge of shooting and editing video. Students will begin by learning how shots work together, how to write compelling scripts, and how to use audio for best effect. Then students will work with professional camera equipment to develop shooting, lighting, and audio skills. The class will also have hands-on instruction in editing techniques using Final Cut Pro. By the end of the course, students should be comfortable in the video storytelling process--from the flash of an idea, to the finished product on the screen, in the field, and in the studio.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

MPMC 5021 Consumer Insight 3 Credits

This course is a foundational component of the integrated marketing communications (IMC) program. The course builds student knowledge of research approaches and techniques, equipping them to keep consumer interests and needs at the center of integrated campaigns. Students will learn how to design, interpret, and apply primary and secondary research techniques used in campaign development, execution, and evaluation. Topics include how to locate and mine existing databases and resources; best practices for designing and executing surveys, in-depth interviews, focus groups, and observational studies; and how to incorporate digital tools and emerging technologies as part of an overall research plan. Focus will be placed on how to develop meaningful insights from research to guide audience segmentation and targeting, message strategies, creative development, and channel selection. The course combines textbook learning with real-world examples and applications so that students can experience research in practice.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

MPMC 5022 Foundations of IMC: Campaigns 3 Credits

In today's ever-fragmented media world, it's never been harder, or more important, to develop a strong, integrated brand strategy to connect with people. From soft drinks to computers to the presidential election campaigns, managing a brand relationship with your audience is critical. In this class, students will learn how strategies are developed and explore how different communications disciplines can and should work together. You will learn the principles and practice of developing an integrated marketing communications plan using the Georgetown model -- a building block for success in MPS IMC and in your career. There will be an emphasis on thinking creatively and strategically about business problems, as well as the importance of humanity and intuition in a data-driven world.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment limited to students in the MPS-PRSI-O or NDGD-PRSI-O programs.

MPMC 5023 The Brand Concept 3 Credits

What is a brand? What is the definition of a great brand? Why do some brands survive generation after generation while others fail after a short shelf life? This course will explore the core principles of branding. You will learn how brands compete in an environment full of choices for consumers, and the tactics they employ to be best in class. Using a consumer-centric approach, you will learn how to think critically and creatively about measuring, sustaining, building, and defending brands in today's competitive environment.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRSI or NDGD-PRSI programs.

MPMC 5041 Design Thinking 3 Credits

Students must have completed foundation courses MPMC 600 (now 5021) & MPMC 602 (now 5022) to register for this elective course. This course is cross-listed with MPDC-5041-101.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Students cannot enroll who have a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

MPMC 5042 Visual Communications 3 Credits

In today's digital world, it has become necessary for communicators to use visual tools to communicate ideas effectively. In this course, students learn how to research, apply and critique typography, color strategies, digital imaging, design principles, and visual trends. Students should have working knowledge of Adobe Creative Suite and other relevant computer programs prior to taking this course.

Please note that MPMC-720 Visual Communications and MPMC-878 Design for Communicators cover the same content. Students should not take both of these classes at any point. Visual Communications is only offered online and Design for Communicators is only offered on campus.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MPPR 778, MPPR 7155, MPMC 878, MPMC 7155, MPJO 878, MPJO 7155

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

MPMC 5043 Design Management Strategy 3 Credits

This course introduces students to design management concepts. Students learn to work at the intersection between visual design and business strategy. The course covers an overview of business fundamentals; students learn how to successfully manage a team and visual projects within visual communications and design industry, advertising and marketing, creative processes and business models, client relations and management, and business development and evaluation.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

MPMC 6002 Podcasting Audio Storytelling 3 Credits

In this course, students will learn the principles of how to report and produce non-fiction audio stories that may be featured in a Georgetown SCS podcast about Washington, D.C. The course includes fundamentals of how to record and conduct effective interviews, record scenes on location, how to edit audio, write for the ear, and use a digital audio editor to assemble audio stories for the podcast series.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6004 Social Media 3 Credits

Social media is the interaction between individuals to create, share, and exchange information. Platforms are ever-changing, always exciting, and forever in need of strategic practitioners to manage the conversation. Through this course, students will develop the skills necessary to communicate and engage with key publics on social media. The course will begin by exploring the differences between legacy and emerging (new and trendy) social media, and how to determine which to use to best achieve client goals and objectives. Students will then apply their new-found platform fluency to practice developing engaging content, write resonating copy, and monitor for impact. In addition, the course will focus on community management practices, social listening techniques, and social media campaign measurement, helping students prepare for real-time strategy and activation. By the end of the experience, students will have hands-on experience developing social media campaigns and be prepared to integrate effectively into communications planning.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Students cannot enroll who have a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6020 Marketing for Entrepreneurs 3 Credits

Increasingly, entrepreneurship is a growth engine for the global economy – marketing is a crucial element that defines the success or failure of a fledgling business. This highly interactive class will explore business structures including how to define, identify and quantify opportunities and target markets. It will also cover key branding and marketing strategies necessary to launch, grow and maintain a small business. Bring your business ideas and be ready to learn how to market those visions into reality.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 6025 Mastering Money for Marketers 3 Credits

Marketing consistently attracts the brightest and most creative individuals around the world. What holds many marketing professionals back, however, is the ability to manage, navigate, and speak the language of finance. This weakness, lack of knowledge, or lack of experience holds back some of the best marketers. Worse, these talented marketing professionals can be shamed (intentionally or unintentionally) or sidelined by the finance department, investors, or board members. For entrepreneurs who are running marketing companies, this lack of ability can translate into less working capital as banks and investors feel the person doesn't know finance.

This course will teach marketing professionals both the skills and language to navigate and flourish in regard to finances. The course builds into every creative person a full knowledge of basic and advanced financial concepts. With practical tools given as a part of the course, you will be able to construct and manage a financial plan including three-year forecasts, P&L, Income, Balance Sheets, and budgets. Also taught will be company valuation, net present value of future debt, stock valuations, and shareholder strategies, among other financial terms and knowledge.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

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Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6030 Building your Creative Muscle 3 Credits

Ever wonder how ideas are generated? Ever been intimidated by a blank page? These insights and more may be gleaned from, "Building Your Creative Muscle." Creativity is an essential but often overlooked or misunderstood resource. Every person has his or her own creative tendencies and capacity, but many marketing and communications professionals lack the necessary confidence, experience, techniques, and habits to effectively harness their innate creativity. This course will instill an appreciation of and framework for applying creativity in your daily work by examining the topic at length and in myriad formats. We'll identify the core concepts of creativity, examine and compare different techniques to generate it, and develop the discipline to turn down some ideas in favor of new and better ones. We will also explore how creativity is harnessed in different settings and careers.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 6040 Digital Marketing 3 Credits

In this fast-paced course, we will examine the fundamentals of digital marketing. The course will provide a solid foundation for students to develop a cohesive digital marketing plan, including the strategies, tools and tactics that digital marketers employ. You will learn how to create a digital marketing strategy and translate that strategy into tactical objectives, goals, tasks, and measurements to build brand awareness, drive leads and awareness, and increase sales. Topics include online/display advertising, search engine marketing (organic and paid), social media marketing, content marketing, email marketing, mobile marketing and website development.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6052 Media Relations 3 Credits

This course is designed to help you better understand the role and practice of media relations in corporate, non-profit and government organizations. You will learn how to research media and reporters, develop messaging, build strategic media plans, generate media coverage, serve as spokespeople, handle crisis situations and use new media strategies. You will hear from public relations professionals on such topics as working with reporters, international media relations, ethics and web-based communication. Class projects, discussions, case studies and individual presentations offer an engaging and interactive learning environment to expand and apply your knowledge of media relations.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6062 Innovations in IMC 3 Credits

Innovations in the field of marketing continually present new opportunities and challenges for IMC managers. Consumer behavior is changing, along with the technology that consumers use. Additionally, new channels for engagement are continually evolving. Students in this course will learn how to approach IMC through a strategic lens focused on the future. They will learn to foster an environment of innovation within a team setting and present new ideas.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 6071 Change Mgmt Communications 3 Credits

Communications, as a management discipline, must not only be swift to react, but be forward thinking to anticipate and help solve future problems. Change Management Communications is increasingly where practitioners can demonstrate greatest value, as businesses, and their employees, navigate uncharted waters at a furious pace. This hands-on class will help prepare practitioners to identify and act on the communications implications of change. Using a mix of case studies, practical workshops, and group discussion, students will sharpen communications skills, from storytelling to consultative listening, by looking at them anew through the change lens. The forces driving change are not simply impacting individual companies but upending entire industries and spawning entirely new ones. Such change compels companies to rethink their business strategy, reposition themselves in the marketplace, and redefine their value proposition to customers. Business leaders need to acquire new communications skills to help employees take actions to reach new goals. In-house communications teams must reimagine themselves to fulfill their new role. The class will address these, and other, aspects of change. Participants will be encouraged to explore communications, business and other readings – the point being that practitioners need to “connect the dots” between information and issues beyond the traditional boundaries of communications be effective change partners.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6075 Multi-Channel Media Mix 3 Credits

In today's fast-paced, always-changing media world, it's never been harder, or more important, to develop a strong, integrated brand strategy to get the right message to the right person at the right moment. In this class, students will learn how to develop and analyze media mix strategies including earned, owned and paid marketing channels to effectively reach different audiences. You will learn the principles and practice of how different media channels can be strategically leveraged as an imperative part of an integrated communications plan.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 6700 Creative Generative AI 3 Credits

In this course, we face these issues head-on, building an understanding of what is possible with generative AI, and how people can best leverage them in artistic domains. This course provides an overview of generative AI, defining its role and capabilities in creating novel content. The course focuses on the practical applications of generative AI in various creative domains. Students will explore how AI is used to generate visual art, create music, design products, and even write creative literature. The course will showcase a range of case studies and examples where generative AI has been successfully implemented, offering insights into its transformative potential. Students will also engage with the creative process behind generative AI. This involves understanding the human-AI collaboration in creative work, and exploring how artists and designers can guide AI to enhance creativity rather than replace it. Discussions will include the ethical considerations and implications of AI-generated content, particularly regarding originality, copyright, and authorship. We will also examine issues of bias and the future of work as generative AI reshapes the global market for creative content. Students will be introduced to careers in the intersection of AI and creative fields, hearing from guest speakers on different strategies for participating in and benefiting from the generative AI transformation. They will learn the fundamentals of how these models are trained and how they produce creative outputs. Then, they will build on this knowledge to see firsthand where AI shines, where it reaches its current limitations, and how they can use AI to reach their own creative goals. Upon completion of the course, students will have AI-assisted artifacts of their own design, as well as frameworks and processes that they can apply to new technologies still to come.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6701 Inclusive Marketing 3 Credits

In this course, students will gain a comprehensive understanding of the principles and practices of inclusive marketing as we explore how inclusive marketing aligns with diversity, equity, and inclusion (DEI) culture—recognizing that marketing is a powerful tool for shaping perceptions, challenging bias/stereotypes, and driving business growth. Students will also study and engage in the practical application of marketing strategies and integrated campaigns that are inclusive and culturally sensitive, leveraging various platforms and tools to reach a larger and more diverse customer base.

Level: Graduate

Prerequisites: MPMC 500 or MPMC 5020

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 6702 Next-Gen Products and Services 3 Credits

Building Next-Gen Products and Services brings together students from diverse disciplines to address real-world challenges through a project-based approach. Emphasizing practical experience, teamwork, and interdisciplinary integration, the course aims to create impactful solutions. This course is designed to dismantle academic silos, encouraging students from varied disciplines to collaborate on solving real-world challenges. It acts as an incubator for innovation and creativity, equipping students for today's dynamic tech driven job market. The course emphasizes applying interdisciplinary knowledge to global issues, fostering empathy and cultural understanding. It aims to develop future leaders skilled in navigating complex scenarios, with a focus on lifelong learning and adaptability.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Equivalent to MPMC 5021, MPMC 600

Course registration restrictions:

Students cannot enroll who have a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7009 PublicSpeakingforProfessionals 3 Credits

Researchers interviewed over 9,000 Americans in a nationwide survey and their subjects were asked to list their greatest fears. The top fears listed were public speaking; speaking up in a meeting or class; meeting new people; talking to people in authority; important examinations or interview; going to parties; and talking with strangers. Clearly, communicating publicly is anxiety-inducing for many. Yet in an increasingly competitive world, public speaking is becoming more and more vital to success. This course will tackle these fears head-on by instructing students how to organically build speeches, presentations, and public comments. The emphasis will be on maximizing students' personal voice and pairing that with time-honored techniques used by the finest orators. Gaining confidence and skill as a public speaker comes only through meticulous preparation and rehearsal. There will be readings, lectures, and discussion; but the bulk of a student's time will be spent preparing, delivering, and evaluating speeches and presentations. By the end of this course, students will be able to speak to a wide variety of audiences, from a small classroom to a large convention gathering. Along the way, they will bolster their writing skills, become more focused on editing their speeches for time and clarity, and learn how to make their presentation skills more engaging, even for "dense" topics.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7012 Int Media Partnership Strat 3 Credits

In today's fast-paced, always-changing media world, it's never been harder, or more important, to develop a strong, integrated brand strategy to get the right message to the right person at the right moment. In this class, students will learn how to develop and analyze media mix strategies including earned, owned, and paid marketing channels to effectively reach different audiences. You will learn the principles and practices of how different media channels can be strategically leveraged to achieve business outcomes.

One channel that is gaining popularity again as part of modern-day marketing strategies is Partnerships. They can range from inexpensive to very costly initiatives and require a strategy in itself. This course will include a deep dive section on what types of partnerships are trending, how partnerships can support meeting business goals, and how to evaluate and negotiate a partnership proposal as part of an integrated plan.

Major Topics

- Owned, paid, and earned media channels - Goals and objectives - Customer journey - Partnership types - Partnership proposal - Media performance measurement

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7051 Cause Consulting 3 Credits

Cause Consulting is a signature course in the PRCC program. It offers a cohort of students an applied learning experience by working collaboratively in small consulting teams to refine and implement communications plans for social impact clients, such as nonprofits or socially responsible businesses. It's also an opportunity to explore students' leadership potential to create positive social impact throughout their careers, as they go through a semester-long journey to become consultants. Students who complete the course are recognized with the designation of Cause Consultants, which allows them to participate in exclusive opportunities through the Center for Social Impact Communication (CSIC).

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7052 Personal Branding 3 Credits

Thought leadership and personal branding are two essential, yet often ambiguous ingredients in a career strategy. This course will arm students with the resources to evaluate, improve, and employ personal branding strategies for themselves and for key members of their organizational team. The course will discuss personal branding strategies in both digital and event contexts – including social media platforms, presentations, and networking opportunities.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7054 Project Management Budgeting 3 Credits

This course teaches students to manage all phases of a communication project and provides practical information on managing project scope, teams, schedule, resources, and contracts. Students learn how to translate a communication project plan into a budget. Concepts, such as the definition of a project, the nature of the project team, and the role and function of the project manager, are presented. Students gain experience with spreadsheets, Gantt charts, and S curves, and apply techniques and tools to a project simulation of their own, from initiation to close. Guest lecturers offer insights on real-world management issues and costs (e.g., with respect to professional staff, opinion research, and advertising). Learning Objectives: Upon completion of this course, students should be able to: 1. Understand the Project Life Cycle and the language of project management and budgeting; 2. Define the scope of a project and effectively manage changes in scope; 3. Establish and track schedules; 4. Form, lead, and serve on effective communication project teams; 5. Develop accurate, comprehensive budgets; 6. Negotiate and manage contracts; 7. Evaluate and achieve project success; and 8. Apply techniques and tools to a communication project simulation. Note: Students must have completed the courses MPMC 500 Ethics, MPMC 600 Research, MPMC 602 Campaign Planning and MPMC 603 Brand Concept to register for this elective course. This course is cross listed with MPPR-837 and MPDC-837.

Level: Graduate

Prerequisites: (MPMC 500 or MPMC 5020) and (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022) and (MPMC 603 or MPMC 5023)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7100 Dig. Analytics Measurement 3 Credits

This course will provide students with a solid foundation and working knowledge of digital analytics strategies and tactics. Students will learn how to use leading digital analytics tools, how to gather data, how to turn data into insights, and how to present and communicate data-driven information to clients and executives. We will review digital analytics for websites, apps, social media, paid marketing, and other digital marketing channels. Students will also learn about Excel, competitive analysis frameworks and tools, A/B testing, attribution models and data visualization. Finally, this course will enhance the quantitative skills of students, by using and computing e.g. ROI, profit margins and paid campaign costs.

Data analysis, in many cases, is a bit like a police investigation: you are a detective and need to find the clues to explain the story that is hiding in the data. Luckily, we are not chasing criminals in this course, but we need to gather evidence, “interview” the data, put it in context by linking it to our knowledge of the world (e.g. industry baselines or historical data), check if there are any errors or biases in it and come up with the most plausible explanations. From this, we develop data-driven insights and actionable recommendations.

This course requires surprisingly little math and statistics knowledge (a middle school level is enough: basic operations, computing percentages and reading basic graphs). However, critical thinking is key here: is the data right? What do we see? What do these numbers mean? How does it fit in the greater context and compared with our benchmarks?

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7102 Brand Conflict Comms 3 Credits

Marketing professionals are tasked with creating customer-driven strategies; providing targeted client-centric value; developing strong brand equity; serving as company representatives with the press and other media, and always keeping brand protection front of mind.

As such, they have to be skilled in communications as well as business, psychology, and ethics. But the area most often overlooked and not adequately trained for is conflict management and resolution.

Since the birth of the web in 1991 and the start of social media less than a decade later, the opportunities for marketers to connect with target audiences and stakeholders rose dramatically. Now, with Web 3.0's Semantic Web, opportunities to communicate and interact have skyrocketed. That, however, also means an increased risk of misunderstandings, reputational harms, and PR disasters that marketers must try to guard against and deal with when they occur.

This course will teach marketing professionals the fundamentals of conflict management and resolution so they can successfully operate in today's always-on and high-stakes communications environment. It will blend theoretical knowledge with case studies and in-classroom exercises. Students will learn how to identify conflict risk factors for their companies and brands. They will also learn best practices and how to choose a conflict management approach best suited to a given situation.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPMC 7105 Negotiation Strategy Skills 3 Credits

The purpose of this course is to provide students with an understanding of current negotiation theory and practice. Students will study negotiation theories, research and techniques. As a result of taking this course, students will have an understanding of how to negotiate effectively in transactions, as managers, and to build effective teams. The materials for this course will consist of readings, negotiation scenarios, and real-life examples. Students will engage in actual negotiations, intensive discussion, individual and group presentations and projects, and close reading of assigned texts and other materials. Students will have an opportunity to explore negotiation theory and practice in order to develop their own strategic approaches to negotiations.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7110 Customer-First IMC Strategy 3 Credits

In this course, students will learn to turn the corner from being tactical and creative professionals that develop successful IMC campaigns to becoming strategic managers that can drive successful IMC programs. To accomplish that goal, they will develop the skills to develop and manage IMC programs in alignment with an organization's short- and long-term financial objectives, enabling them to participate successfully at a mid-to-senior level at a sophisticated corporation.

A key concept that students will explore in detail is the concept of "customer centricity," which lies at the heart of the IMC process — how we assess the value of customers and build IMC goals, objectives, strategies, tactics, and budgets with the aim of maximizing that value. In order to be able to utilize this concept effectively, students will also learn:

- How to apply Cost-Volume-Profit (CVP) analysis and read basic corporate financial statements.
- How to apply the Goals-Objectives-Strategies-Tactics process to create actionable customer-centric IMC plans that align with organizational objectives.
- How to develop supportable budgets that align with organizational objectives and can drive customer-centric IMC plans.
- How to make effective IMC-related business decisions.

In order to help students develop the critical thinking and problem solving skills necessary to achieve these goals, this course will employ readings from many sources, a number of case studies, a robust customer centricity simulation, and a final team project with a "live" client. Bonus: You'll learn how to play backgammon. And, yes, there will be math. But not to worry, we'll leave conjoint analysis and differentials out of the equations. The course was formerly called "The Management of IMC."

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7118 eCommerce Marketing/Management 3 Credits

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7120 Strategic Leadership 3 Credits

This course explores the dynamic journey of leadership, guiding students from personal growth to organizational impact. Through three core themes—Foundations of Leadership, Leading & Building Teams, and Leadership for Growth & Change—students will develop essential skills in self-awareness, emotional intelligence, team leadership, and strategic thinking.

Students will learn to differentiate between leadership and management, discover their personal leadership style, and navigate complex challenges with ethical grounding. The course provides tools to strengthen collaboration, manage conflict, lead diverse teams, and drive innovation and change. By the end of the course, students will be equipped to lead with confidence, adaptability, and a strategic mindset—ready to make a lasting impact within their organizations and beyond.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7125 Business Decision-Making 3 Credits

This course uses literature and film as case studies to explore the challenges and complexities of making ethical and moral decisions in our working and professional lives. The use of literature and film allows students to examine the nature of moral dilemmas and moral decision-making in real-life situations that are most often ambiguous, involve trade-offs and sacrifices, and are influenced by a multitude of internal and external factors. The class will be open and interactive, including discussion, debate, student presentations, and student sharing of their own personal work experiences that they feel relate to the materials and issues raised.

The particular literary works and films used in this course have been chosen so that they have clear application to the kinds of moral conflicts that arise in work settings such as personal values vs. institutional or enterprise values, loyalty vs. misplaced loyalty, workplace discrimination, whistleblowing, the morality of money, the morality of "selling," women's roles and sexual harassment, pressure to conform, and moral courage.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7130 The Creative Brief 3 Credits

The creative brief is the road map to a powerful IMC campaign. What does it take to marry business concerns with creative considerations? In this course, students will learn how to navigate this delicate balance and bring both sides of their brains to this important task. There are a number of different formats for creative briefs that make the job easier. Students will learn about the core components of a creative brief and gain exposure to different approaches, particularly those adopted by creative agencies. At the end of the course, students will appreciate that a strong creative brief is only as good as the consumer insights that drive it.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPMC 7145 Creativity in MarCom by Medium 3 Credits

Marketing communications practitioners and professionals are increasingly faced with an exploding choice of outlets to express a Brand's features, benefits, and expected consumer experience.

This applies to both traditional channels like Television, Radio, Newspaper, Out-of-Home (OOH), and Magazines and digital channels like Streaming TV/video, Programmatic, Podcasts, and Social Media including Facebook, Instagram, and Twitter.

This class will equip students with the ability to devise strategies and ultimately creative solutions to communicate clearly and concisely why a consumer should consider a particular Brand. No matter whether that Brand is a product or service, the techniques learned will apply across the current spectrum of media channels.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Equivalent to MPMC 7256

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7146 Digital Media Buying 3 Credits

The average person spends nearly 7 hours online each day – and 95% of that time is spent on websites, in apps or on social media platforms. This creates a massive opportunity for brands to reach, engage, inform and convert users through the use of display, video, social & search (d/v/s/s) ads. In this course, students will dive deep into both the overall digital media ecosystem, as well as how each ad type functions, strategies for researching + identifying your target audience(s) on each platform, methods to standardize your audiences, how to implement effective, tiered remarketing campaigns on each platform and how to quantify the success of each campaign relative to your organization's goals and objectives.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) or (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPMC 7150 Content Strategy 3 Credits

In response to changing consumer expectations, marketing has become less about paid advertising and more about providing value-added content to attract and retain customers. It is no longer acceptable to speak at customers; rather, they expect to be engaged in conversation around topics that they are interested in. Moreover, the addition of new web-based and social channels has created demand for large amounts of new content. Students in this course will work with clients to develop content tailored to a specific target audience. They will learn how to create a cross-channel content plan and build a portfolio of content samples for web stories, social media, email newsletters, and other channels.

Students must have completed foundation courses MPMC 600 or 5021 & MPMC 602 or 5022 to register for this elective course.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPMC 7155 Design for Communicators 3 Credits

This course teaches foundational and practical applications of visual communication in the digital environment. Students learn to apply basic typography, color strategies, digital imaging, and design principles to critiquing as well as creating visual content. Students should have basic working knowledge of Adobe InDesign, Photoshop, and Illustrator to take this course. Please note that MPMC-720 Visual Communications and MPMC-878 Design for Communicators cover the same content. Students should not take both of these classes at any point. Visual Communications is only offered online and Design for Communicators is only offered on campus.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MPDC 5042, MPDC 520, MPJO 7010, MPJO 778, MPMC 5042, MPMC 720

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7160 Purpose Brands 3 Credits

This course introduces students to business fundamentals of brands with “purpose” and the critical role they play in the future of business and society. Students will develop a conceptual understanding of purpose-driven branding and its role in corporate social responsibility, nonprofit brand strategy, and social and environmental impact communications. They will learn how to develop a purpose brand, manage it within the communications, public relations, employee engagement, advertising and marketing realm, and integrate it across an organization. In addition, they will learn how to establish processes to communicate and report on the social and environmental impact of a brand from a client and management perspective.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7170 In Search of the Big Idea 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7200 IMC Consulting 3 Credits

In this course, students will learn how to use their marketing and communications skills as consultants to help organizations improve their performance. The course emphasizes the role of marketing and focuses on how marketers can use their specific skills and knowledge to help clients succeed.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7220 Collaboration Lab 3 Credits

Collaborating with other marketers is hard enough – but when you add a real-life client into the mix, figuring out the best path forward can feel like a leap into the great unknown. This course explores how to improve day-to-day collaborations and how to work with clients (internal or external) effectively. You will learn how to navigate strategic disagreements, as well as how to partner with your client to deliver strategic and insightful integrated marketing ideas. In this hands-on, innovative marketing lab, students will work in teams to tackle problems, pitch to real clients, and hone their skills as marketers and leaders while still being able to test, push the boundaries, and experiment as a group.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPMC 7240 Human-Centered Marketing 3 Credits

Retail magnate, John Wanamaker (1838-1922), once famously said, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half." Almost a century later, and despite all the advancements in effectiveness measurements, marketing technology, and marketing channels, various studies have shown the waste is still substantial. This experiential course introduces the notions of "Human Centered Marketing" as a response to the marketing waste, or rather, as an insurance for Marketing effectiveness. As such, the course is a special application of design thinking process and human centered mindsets to marketing efforts in which the customer, or target of the marketing effort, is at the center of the effort's design. They will participate, at every step, from the definition of our marketing challenge to ideation, prototyping, testing, and market launch planning. Students will serve a real client (selected by the instructor). They will take on their client's marketing challenge. The students are expected to apply the design thinking process and the appropriate human centered mindsets to creation of their final marketing solution.

The course will be run across multiple modalities. It will include ~4 weeks of class on campus (at various points throughout the term), ~6 weeks of remote synchronous sessions, and ~5 weeks of asynchronous modules. Only students who can commit to being on campus for the 4 in-person meetings should register for this course.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7256 Creativity in MarCom by Medium 3 Credits

Marketing communications practitioners and professionals are increasingly faced with an exploding choice of outlets to express a Brand's features, benefits, and expected consumer experience. This applies to both traditional channels like Television, Radio, Newspaper, Out-of-Home (OOH), and Magazines and digital channels like Streaming TV/video, Programmatic, Podcasts, and Social Media including Facebook, Instagram, and Twitter.

This class will equip students with the ability to devise strategies and ultimately creative solutions to communicate clearly and concisely why a consumer should consider a particular Brand. No matter whether that Brand is a product or service, the techniques learned will apply across the current spectrum of media channels.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the Marketing Communications department.

MPMC 7275 Entertainment Communications 3 Credits

Entertainers, athletes, artists, and others in the public eye can lend their voice to issues to strengthen engagement and impact.

This course will arm students with the resources to identify and develop strategies for connecting people with influence to causes in an authentic way, with purpose, that garners results. The course will discuss best practices, real-world case studies, and real-time partnerships in the media and other through communications channels.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7310 Tech Innovations 3 Credits

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7330 User Experience 3 Credits

Today, visuals need to engage customers by offering an exceptional experience that people can identify with, purchase, and enjoy. This course provides an overview of user experience (UX) design, the role of research in a design process, and UX design approaches, including archetypes, storyboards, customer journey maps, and empathy maps.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7340 Integrated Design Strategy 3 Credits

Visual design has become a key function in any organization that offers products, services, and experiences. Students will learn how to understand organizational branding and business strategy, how to identify issues and challenges, and in turn, offer successful products, services, and experiences. Students will also learn to align design strategies with an organization's strategy and how to integrate design functions into the organization's overall innovation and growth.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7350 Business Communications 3 Credits

Successful communication skills have become a critical management tool to thrive and survive in today's increasingly complex and fast-moving business climate. This hands-on, practical course teaches students to analyze, develop, and effectively communicate via all forms of business writing, presenting, visual storytelling, leadership, client management, and negotiating. This course covers the challenges of communicating across global organizations as well as the role that listening and emotional intelligence play in creating effective communication strategies.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7360 Psychology of Design 3 Credits

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7364 Visual Persuasion 3 Credits

Visuals can be a persuasive and powerful tool in communications. This course discusses effective strategies, tactics, and tools that are used to create persuasive and compelling visual content, messages, and products.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7600 Pitching Public Speaking 3 Credits

The most important part of any successful communications career is the ability to present your business ideas clearly. Frankly, it doesn't matter how smart or well prepared you are unless you're able to communicate effectively with others. We know that presentations are not exclusively one person, standing alone at a podium. They are often impromptu, in groups, to various audiences and even in written form. Therefore, this course will explore all types of persuasive presentations and help you grow your skillset for many opportunities. Through lectures, class exercises, workshops and (of course) presentations of various lengths, this course will give you the tools to craft effective communications. The overall goal is for you to feel comfortable presenting yourself and your ideas with the right supporting materials.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7860 Collab for Sustainable Future 3 Credits

In this cross-functional course, students explore the challenges, opportunities, requirements, and approaches to achieving sustainable and circular outcomes through collaborating with other disciplines. Students will gain the fluency to communicate sustainability terms and principles to a broad range of stakeholders. Utilizing a project in their field of study, they will assess opportunities to increase sustainability and circulatory while discerning the necessity and value of cross-industry and cross-functional efforts.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7950 Global Immersion:Digital Strat 3 Credits

As professional communicators and marketers, employers and the clients we work for are either global organizations or working with global customers or partners. This requires students to go beyond their regional knowledge of the evolving communications and marketing landscape to embrace a truly global view of communications in order to create solutions that reach the right people in the appropriate ways. The course culminates in an intensive week-long, hands-on engagement in Europe, during which student teams will respond to the specific needs of real clients by developing and presenting their insights and strategies.

Level: Graduate, Undergraduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7951 MPS IMC Internship I 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular writing assignments in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. Students may take this class only after taking Internship I 7951. This 1-credit course does not satisfy an elective requirement alone; however, students may complete (3) internships along with all (3) internship classes (Internship I 7951, Internship II 7952, and Internship III 7953) to cumulatively fulfill an elective requirement.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7952 MPS IMC Internship II 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular writing assignments in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. Students may take this class only after taking Internship I 7951. This 1-credit course does not satisfy an elective requirement alone; however, students may complete (3) internships along with all (3) internship classes (Internship I 7951, Internship II 7952, and Internship III 7953) to cumulatively fulfill an elective requirement.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

MPMC 7953 MPS IMC Internship III 1 Credit

Students may take this 1-credit course alongside an independently-acquired internship to reflect on how their experience relates to program knowledge and skills. Deliverables include regular writing assignments in which students discuss how program curriculum and methodologies inform their approach to internship responsibilities. Students are expected to complete a minimum of 50 hours of work (total) for the internship organization. NOTE: Enrollment requires program permission. Students may take this class only after taking Internship I 7951 and Internship II 7952. This 1-credit course does not satisfy an elective requirement alone; however, students may complete (3) internships along with all (3) internship classes (Internship I 7951, Internship II 7952, and Internship III 7953) to cumulatively fulfill an elective requirement.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 602 or MPMC 5022) and (MPMC 7951 or MPMC 773) and (MPMC 774 or MPMC 7952)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPMC 7990 Capstone 3 Credits

During this final course, students will apply the comprehensive skills they have built throughout their study of the concept and practice of integrated marketing communications. After identifying and securing a company or organization of their choosing, students will respond to a marketing communications challenge by creating a well-researched, creative, integrated plan that exemplifies their development as IMC professionals. Students will be able to choose clients based on their personal interests or aimed at continuing the social impact mission of the program. Consumer research is the heart of the IMC planning process and students are required to develop their creative insights from original research. Throughout the semester, multiple forms of assessment—including quick-fire challenges, written projects, an ethical response paper, a final plan, and a strategy pitch—track and evaluate each student's level of competency in all IMC program learning goals.

Level: Graduate

Prerequisites: (MPMC 600 or MPMC 5021) and (MPMC 603 or MPMC 5023) and (MPMC 500 or MPMC 5020) and (MPMC 602 or MPMC 5022)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Integrated Marketing Comm, Integrated Marketing Comm, Integrated Marketing Comm or Integrated Marketing Comm.

Enrollment is limited to Graduate level students.