

Integrated Marketing Communications, MPS

Mission Statement

The Master of Professional Studies in Integrated Marketing Communications prepares practitioners to thrive at the intersection of strategy and creativity. Students work across communications disciplines and channels to create and manage brand campaigns that respect consumers and benefit the marketplace.

Modality

On Campus (<https://scs.georgetown.edu/programs/410/master-of-professional-studies-in-integrated-marketing-communications/>) or Online (<https://scs.georgetown.edu/programs/410/online/masters-in-integrated-marketing-communications/>)

Learning Goals

Students who complete the MPS in Integrated Marketing Communications will:

1. Use creative and critical thinking techniques in developing brand strategies to influence the actions and perceptions of target audiences.
2. Collaborate with diverse actors in creating global marketing plans and strategies that result in nuanced representations of target audiences.
3. Apply strategies to incorporate Jesuit values, industry standards, and one's personal ethics in integrated marketing solutions.
4. Combine marketing principles and industry best practices in crafting and executing solutions to address complex organizational challenges.
5. Leverage industry-relevant research tools and insights to develop strategies that influence audience actions and perceptions.
6. Creatively use tools and technology to recommend initiatives and design innovative integrated marketing solutions.
7. Evaluate the needs of diverse target audiences to compose authentic, simple, and humane marketing messages that resonate with consumers.

Licensure Disclosure

This program does not provide any professional licensure or certification, nor is it intended to prepare students to sit for any specific professional licensing or certification exam(s). Though not required, students in these programs may wish to research and seek certifications through professional organizations in their field.

Requirements

To earn the MPS in Integrated Marketing Communications, students must complete 33 credits with a minimum GPA of 3.000 within five years of entering the program.

MPMC 7990	Capstone	3
Foundation Courses		
MPMC 5021	Consumer Insight	3
MPMC 5022	Foundations of IMC: Campaigns	3
MPMC 5023	The Brand Concept	3
Elective Courses		
A current list of approved Electives can be found on the SCS website.		18
Optional Internship Courses ²		
MPMC 7951	MPS IMC Internship I	
MPMC 7951	MPS IMC Internship I	
Total Credits		33

¹ Each Core Course must be completed with a grade of B or better. Students who earn a B- or lower in these courses will have one opportunity to retake the courses. If a student does not earn at least a B after the second attempt, they will be terminated from the program without right of appeal.

² Both of the internship courses are designed for students who have internships that require them to receive academic credit. Internship courses are graded but do not count toward elective credit. Upon completion of the degree, students who earn internship credit will graduate with either 34 or 35 credits.

All requests for internship experiences should be submitted to the academic program for review no later than two weeks prior to the first day of classes. Requests received after that deadline may not be reviewed or approved. Students are responsible for meeting all deadlines and requirements.

For more information about the policies and guidelines pertaining to internships, please see *Internships and On-Site Practical Experiences for Credit* in the most current SCS Academic Rules & Regulations (<https://scs.georgetown.edu/resources-current-students/student-handbooks/>).

Code	Title	Credits
Core Courses ¹		
MPMC 5020		3