



ST. BONAVENTURE UNIVERSITY

Founded 1858

SCHOOL OF GRADUATE STUDIES

St. Bonaventure University
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MA in Integrated Marketing Communications

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

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PROGRAM OVERVIEW

As the Jandoli School's first and only graduate program, Integrated Marketing Communications (IMC) 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.

Our main educational objective for the master's degree in Integrated Marketing Communications is to ensure graduate students learn to effectively communicate in the business world using various communications and strategic marketing tools in a unified way so a comprehensive communications effect is created. Our approach to IMC is a customer-centric guide to optimizing the impact of persuasive communication by aligning multiple, intersecting forms of media and technology on the international scale.

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.

ADMISSION REQUIREMENTS*

Admission to this degree program is based on:

1. Official transcripts of all prior college work
2. Two letters of recommendation (one from supervisor or professor)
3. Essay describing desire to pursue the IMC program

* State law requires SBU to collect immunization records from students taking six or more credit hours in any semester on campus.

LOCATIONS & PROGRAM STRUCTURE

BUFFALO CENTER: Full-time students can complete the degree in 16 months. Classes meet on weekends at our Buffalo Center on the Hilbert College campus in Hamburg. While most of the courses will be held at the Buffalo Center, one required course and the elective IMC 670 will be offered only on the St. Bonaventure campus. Courses are offered in a weekend format, meeting on Friday nights from 6 to 9 p.m. and Saturdays from 9 a.m. to 2:30 p.m. Students take one course at a time over a five-week period.

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. No classes are held in the summer. Students take one course at a time over a five-week period. First semester fall classes begin approximately four weeks into the semester.

FULLY ONLINE: Online study employs an eight-week term format, with two terms in each semester. Students may complete the online program in two years part-time, or one year, if they choose to take two courses during each eight-week online learning session (full-time). Online students will have the benefit of SBU's online student concierge, who will serve as a connection to SBU's offices and services.

DEGREE REQUIREMENTS

Required courses (27 hours, each three credits except IMC 830)

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| IMC 500 | IMC Principles and Practices |
| IMC 520 | Marketing Communications Research |
| IMC 560 | New Media: Digital Communications for IMC |
| IMC 600 | Strategic Marketing Management for IMC |
| IMC 610 | Financial Tools for IMC and the International Economy |
| IMC 620 | IMC Creative Message Strategy |
| IMC 700 | IMC Fieldwork |
| IMC 740 | The Practice of Public Relations |
| IMC 800 | IMC Cases and Campaigns |
| IMC 830 | IMC Campaign Project (0 credit hours) |

Electives (6 hours; must choose two of the following)

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| IMC 570 | Traditional and Online Research for IMC |
| IMC 580 | Internet Advertising and Social Media |
| IMC 590 | The Mobile Web |
| IMC 625 | Organizational Structure and Behavior |
| IMC 630 | Media and Communications Planning and Strategy |
| IMC 650 | Public Relations Seminar |
| IMC 660 | Advertising, Internet Marketing and Publicity Management |
| IMC 670 | Broadcast Management for IMC |
| IMC 680 | Advertising Copywriting and Design Direction |
| IMC 690 | Professional IMC: A Campaign Approach/Oxford |
| IMC 720 | Advertising Design |
| IMC 760 | Ethical Issues in Mass Communication and Business |
| IMC 780 | Legal Environment of Business and Mass Communication |

EXIT CRITERIA

In order to be awarded the M.A. in Integrated Marketing Communications, a student will be evaluated on the following exit criteria:

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).