

**INTEGRATED  
MARKETING  
COMMUNICATIONS  
GRADUATE DEGREE  
PROGRAM**

**IN OXFORD, SOUTHAVEN AND TUPELO**



**MEEK SCHOOL**  
JOURNALISM AND NEW MEDIA  
THE UNIVERSITY OF MISSISSIPPI  
FARLEY HALL, UNIVERSITY, MS 38677

## **INTEGRATED MARKETING COMMUNICATIONS (IMC) GRADUATE STUDY AT OLE MISS**

A new Master of Arts degree in Journalism with an emphasis in Integrated Marketing Communications is now available on the Oxford, Southaven and Tupelo campuses, complementing the undergraduate program.

The degree focuses on IMC in an intensive, comprehensive way, concentrating not only on creativity and outstanding writing skills, but also critical thinking, business and leadership competencies.

Our master's program is adaptable to the interests of both experienced professionals and students who enter with little or no marketing background. It is becoming a strong alternative to many graduate business schools' degrees that are focused differently.

### **What is IMC?**

IMC is an approach to marketing communications that focuses on integration of all related disciplines and how they work together. IMC includes advertising, public relations, direct marketing, sales promotion, sales/personal selling, event planning and, of course, utilization of "new" media of all kinds. Everyone who aspires to work in any of these areas needs to understand IMC.

IMC encompasses relationship marketing, in which far more than just simple sales transactions are at stake. Aimed at establishing meaningful connections as much as possible between buyers and sellers, IMC relies upon multi-directional interaction and communication. It is consumer-centric and oriented toward carefully targeted groups and individuals, instead of predominantly to mass markets, and is very much data-driven.

Ideally, IMC involves sending a specifically tailored message to an identified consumer. That's not always an easy task, but it is becoming more viable every day as supporting technology continues to evolve, complete with new challenges and problems needing attention and solutions.

## **IMC Job Market**

Widely diverse employment opportunities exist worldwide for sharp IMC graduates with cross-disciplinary backgrounds.

The degree is designed to be excellent preparation for work at corporations, advertising or public relations agencies, media, non-profits or governmental organizations – anywhere smart marketing planning and communications are important.

Students will explore many possibilities, and will be encouraged to develop special areas of expertise as they progress.

Just a few employers with recent IMC-related job listings include AFLAC, Allstate, Apple, AT&T, Coca Cola, Dell, Delta, Digitas, Fujitsu, GE, IBM, Honeywell, Kaiser Permanente, Krispy Kreme, Medtronic, MetLife, Morgan Stanley, Motorola, United Way, UPS, and Wal-Mart. If you look at <http://www.simplyhired.com/> and <http://www.monster.com/>, for example, you'll see hundreds of these positions posted.

## **Program Components**

Each student will complete 36 credit hours – eight core courses and four electives:

### **CORE**

- 501 Professional IMC Seminar / Introduction to IMC
- 502 Consumer Behavior / Understanding the Target Audience
- 503 Insights and Measurements
- 504 Creative Development and Direction
- 505 Internet and Mobile Media: Evolution of the Digital Space
- 555 Managing Integration / The IMC Campaign
- 557 Brand and Relationship Strategies
- 602 Design and Visual Thinking

### **ELECTIVES**

- 507 Direct and Database Marketing
- 508 Advanced Media Strategy and Analysis
- 509 Special Problems in IMC
- 556 Multicultural Marketing Communications
- 601 Advanced Account Planning
- 692 Public Relations as a Marketing Tool / Reputation Management

Other electives are possible, as well, adapted to individual interests.

## Application

To apply for the M.A. in Journalism, complete the online application on the Graduate School website. You must submit acceptable Graduate Record Exam scores and have at least a 3.0 undergraduate GPA. We also require a statement of purpose and three letters of recommendation from former professors or others who know you and your academic qualifications.

## IMC GRADUATE COURSES

**IMC 501. PROFESSIONAL IMC SEMINAR.** An intensive survey of basic IMC disciplines, plus an examination of “vertical” interactive organizational components that can influence marketing planning and processes, e.g., management’s mission, distribution, product development.

**IMC 502. CONSUMER BEHAVIOR – UNDERSTANDING THE TARGET AUDIENCE.** Applies insights and techniques of the social sciences to understand and predict how people will respond to messages, products and distribution channels. This course will focus on the practical application of ideas about consumer behavior to management decision making. Special attention will be given to recent developments in the discipline, including ideas about online behavior, the creation and manipulation of trends, the rise of marketing consciousness among consumers, the application of anthropological techniques to the study of consumer behavior, and others.

**IMC 503. INSIGHTS AND MEASUREMENTS.** Introduces specific methods for generating and acquiring information and data useful for IMC applications.

**IMC 504. CREATIVE DEVELOPMENT AND DIRECTION.** Covers – from start to finish -- the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

**IMC 505. INTERNET AND MOBILE MEDIA: EVOLUTION OF THE DIGITAL SPACE.** This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole. The course includes online consumer behavior, the creation of the website as a business’s basic marketing platform – as catalog and collateral and retail platform and customer service provider. Search engine optimization, mobile marketing, online research and web videos are also included, as are widgets and other viral strategies. Search advertising, affiliate marketing, permission-based email marketing, Internet public relations applications, digital promotions and the rapidly expanding business of social marketing are also examined.

**IMC 507. DIRECT AND DATABASE MARKETING.** This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

**IMC 508. ADVANCED MEDIA STRATEGY AND ANALYSIS.** This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for Integrated Marketing Communications and greater accountability, audience fragmentation, media proliferation and new technologies.

**IMC 509. SPECIAL PROBLEMS IN IMC.** Directed individual study or professional project. May be repeated once for credit. Course requirements will reflect a difference between graduate and undergraduate students.

**IMC 555. THE INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN.** A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

**IMC 556. MULTICULTURAL MARKETING COMMUNICATION.** Investigation and analysis of cultural diversity in integrated marketing communications and their effects on values, lifestyles and consumer behavior in international markets and within the United States. Students will learn to anticipate cultural problems and optimize communications for different societies.

**IMC 557. BRAND AND RELATIONSHIP STRATEGIES.** Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

**IMC 601. ADVANCED ACCOUNT PLANNING.** Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.

**IMC 602. DESIGN AND VISUAL THINKING.** This course will focus on visuals as a means to communicate ideas through the practice of integrated marketing communications. In this class students will be led through exercises that will better facilitate an encompassing view of visual communication and the way it affects a message from concept to creation. Both theory and practice are emphasized.

**IMC 692. REPUTATION MANAGEMENT: PUBLIC RELATIONS AS A MARKETING TOOL.** This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

**For Further Information**

**Please contact Dr. James Lumpp; [jlumpp@olemiss.edu](mailto:jlumpp@olemiss.edu); 662-915-2030.**

**Next page: Notable IMC Quotes**

## NOTABLE IMC QUOTES

*“Once upon a time, when a manufacturer had a dollar for marketing, it was spent on advertising.*

*“Today, there are a lot of interesting things that can be done with a marketing dollar. All of these things add up to one big thing called ‘marketing communications’ – ‘MarCom’ for short.*

*“Advertising is no longer the only thing.*

*“Today’s copywriters need to be familiar with all the MarCom disciplines. You should know their strengths. You should know the basic tactics....”*

*“Five forms of marketing communications [are]: Advertising, Public Relations, Direct Response, Sales Promotion, Personal Selling.”*(Bruce Bendinger, The Copy Workshop Workbook)

*“Understanding how to tie the business of advertising to the creative of advertising is one of the basic foundations behind integrated marketing communication (IMC). Creative represents the voice of business and can ultimately determine the success or failure of a product or service in the marketplace.”* (Robyn Blakeman, Integrated Marketing Communication: Creative Strategy from Idea to Implementation)

*“The IMC process consists of five continuous steps. It starts with the customer and moves through how the marketing organization understands what solution the customer is seeking or the alternative ways in which the buyer’s needs or wants can be filled. To do that, the maker or seller must first identify the customer or prospect and their needs or wants. Next, the marketing organization, because it has limited resources, must define which customers to focus on and how much time and effort the firm can invest in individual customers or customer groups. That requires some type of customer valuation. Next, the marketing organization must find some way to communicate with the buyer or customer, and then measure the results of those communication plans. Once that is done, the marketing organization must measure and evaluate the results and then recycle the process.”* (Don Schultz, “Solving Marketing Problems with an Integrated Process,” in The IMC Handbook)

*“One of the major reasons for the growing importance of integrated marketing communications over the past decade is that it plays a major role in the process of developing and sustaining brand identity and equity.... With more and more products and services competing for consideration by customers who have less and less time to make choices, well-known brands have a major competitive advantage in today’s marketplace. Building and maintaining brand identity and equity require the creation of well-known brands that have favorable, strong and unique association in the mind of the consumer. Companies recognize that brand equity is an important asset as factories, patents and cash because strong brands have the power to command a premium price from consumers as well as investors.” (George and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective)*

- “1. IMC is everywhere, whether we like it or not.
- “2. You can never know enough about your customer.
- “3. You can never know too much about your customer.
- “4. Everything is relevant.

*“These are slight exaggerations to make a point – but only slight. Their meaning is at the core of all that we learn in our IMC degree programs – and everyone is always learning.” (James Lumpp, Meek School of Journalism and New Media, University of Mississippi)*