

INTEGRATED MARKETING COMMUNICATIONS MAJOR

Organizational Fact Sheet



ABOUT THE MAJOR

Integrated marketing communications (IMC) is a unique major that combines skills that are used in advertising, public relations, and marketing.

Through coursework in the Roy H. Park School of Communications, as well as in the School of Business, IMC students are able to expand their knowledge on the creative and tactical end. The blend of these three industries promotes a 360-degree perspective, unlike other majors that focus on a sole specialty.

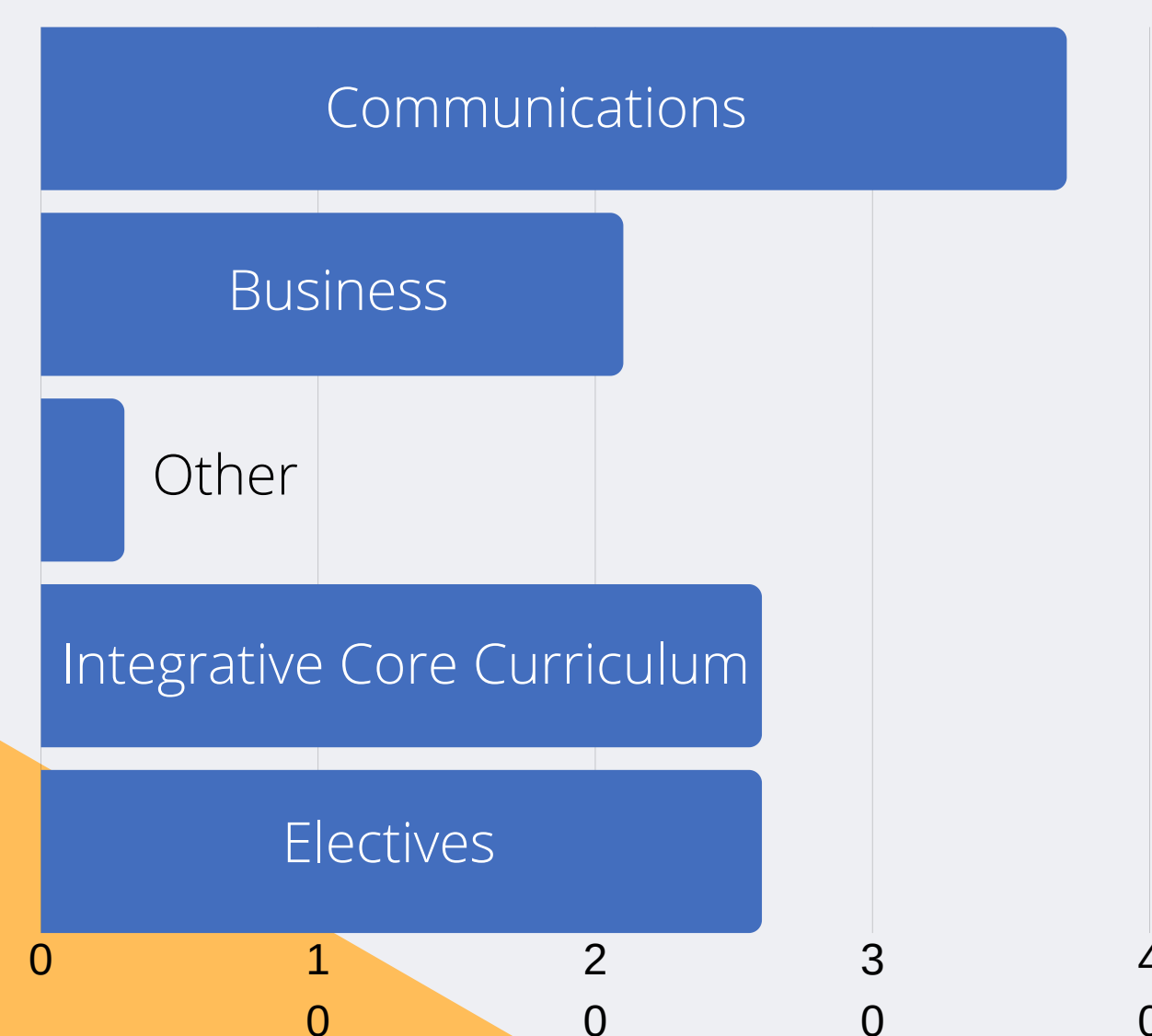
IMC students will have the opportunity to discover their true passion in communications while pursuing this major. While integrating design, communication skills, pop culture, and sales, students will be encouraged to create work that can accelerate them into the field of integrated marketing communications.

RELATED CLUBS

During an IMC student's time in the Roy H. Park School of Communications, they will have many chances to engage in on-campus clubs.

Particular clubs related to IMC include **180 Degrees Consulting**, **American Ad Federation**, **PR Student Society**, and **Buzzsaw Magazine**. These clubs are mostly student run and empower students through a multitude of hands on experience.

DEGREE REQUIREMENTS



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CAPSTONE COURSES

Upon gaining key skills and knowledge in introductory courses, IMC students will choose from a variety of capstone courses to complete their B.S. degree. Capstone courses, such as **IMC Lab, Ad Lab, PR Lab, and Brand Design** hone in on skills IMC students have learned throughout their first few years at Roy H. Park School of Communications. Some of these courses even work with established clients; an impressive foot in the door for those entering the workforce.

POSSIBLE CAREERS

With a reputable selection of Roy H. Park School of Communications alumni, IMC students have access to a wide range of professionals already working in the industry. Some possible career paths an IMC student might consider is **media buyer, art director, and sports marketing account executive.**