

CONCENTRATION IN INTEGRATED MARKETING COMMUNICATIONS

Overview

Students in this secondary concentration gain in-depth knowledge of traditional and cutting-edge advertising and marketing communications that prepare them to take leading roles in those industries. They learn advanced approaches to developing advertising strategies and brand messaging, and then activating those messages in key media outlets and platforms.

Requirements

The secondary concentration in Integrated Marketing Communications requires three courses (9 credits).

Course	Title	Credits
MKBU 3434	Fundamentals of Integrated Marketing Communication	3
MKBU 4115	Marketing Messaging & Activation	3
MKBU 4113 or MKBU 4105 ST: Services Marketing	Digital Marketing	3
Total Credits		9

All credits earned towards this secondary concentration may double-count towards a major in Marketing.