

INTEGRATED MARKETING COMMUNICATION, M.S.

Overview

Today's marketing and communication professionals must combine creativity, expertise in use of digital technology, and business savvy to be successful. The Master of Science in Integrated Marketing Communication program integrates the fields of communication and business (marketing) to satisfy the requirement that today's marketing and communication professionals must combine to gain understanding of the audience or customers. The curriculum highlights creative process, design, distribution of messages across media, and assessment of results using digital technologies.

The program will emphasize utilizing technology in an ethical manner to communicate marketing objectives while forging a sense of community. Hands-on practice will provide students with knowledge and skills in content creation and production processes.

Mission & Objectives

The online master's degree in integrated marketing communication provides graduate students with:

- in-depth knowledge and application in the fields of marketing and communication;
- experience using industry best practices to select strategies, evaluate and produce content for digital environments, and utilize data to assess and augment creative campaigns;
- a comprehensive understanding of technology-facilitated communication and marketing;
- the opportunity to complete scholarly research on topics of interest for the capstone course;
- development of sense of values and ethical behavior in the marketplace;
- a curriculum that is broad yet specialized in order to support further study and future careers;
- tools to exemplify the Mercy core values of justice, integrity, respect, compassion, and service and that will set them apart as leaders in their respective professions.

Learning Outcomes

Upon successful completion of the program of studies for Integrated Marketing Communication, the student will receive a Master of Science degree and will have given evidence of the following outcomes and goals:

- Apply best practices and theories to choose a marketing and branding strategy that appeals to current and/or new target markets.
- Analyze, evaluate, and produce strategic and creative media content for digital environments.
- Assess marketing plans using appropriate tools for data analysis.
- Refine leadership skills a communication professional through digital collaboration, effective participation, and self-reflection.

- Produce strategic communication and media content according to the standards of the profession, legal parameters, and ethical decision-making including Mercy Core Values.

Admission

Qualified candidates interested in the M.S. in Integrated Marketing Communication program should contact the Office of Graduate Admissions at 732-987-2770. Information and applications are also available on the Georgian Court University website at <http://www.georgian.edu/>. All requirements listed below should be submitted as soon as possible since applications are considered on a space-available basis. In special cases, a personal interview may be requested.

Requirements for admission to the M.S. program:

- Baccalaureate degree from an accredited college or university (minimum 2.75 grade point average)
- Completed self-managed application packet, including the following:
 - Completed application for admission
 - A check or money order for \$40 (nonrefundable) payable to Georgian Court University
 - A statement of objectives listing applicant's academic and career goals
 - Applicant's current résumé
 - Official transcripts from each undergraduate and graduate institution attended either in sealed, signed envelopes or via electronic submission directly from the registrar's office
 - One professional reference
- Completed successful interview, if requested

Candidates are evaluated on an individual basis. Strong consideration will be given to an applicant's business and life experience. Upon matriculation, all coursework is to be completed at GCU.

Requirements

Code	Title	Credits
Required Courses		
MC610	Integrated Marketing Communication ¹	3.0
MC612	Digital Marketing	3.0
MC620	Media Analytics	3.0
MC621	Brand Identity	3.0
MC630	Digital Storytelling	3.0
MC631	Creativity & Innovation	3.0
MC640	Media Law & Ethics	3.0
MC641	Brand Communication	3.0
MC698	User-Centered Design	3.0
MC699	Campaign Planning & Management ²	3.0
Total Credits		30.0

¹ MC610 must be taken in the student's first semester.

² MC699 must be taken in the student's final semester.