

Integrated Marketing Communications Certificate

Integrated marketing communications (IMC) refers to the coordination of promotion and other marketing efforts to ensure maximum informational and persuasive impact on customers. Major environmental changes such as media fragmentation and widespread internet availability have caused an increased need for IMC.

The student must complete the courses listed below with a grade of “C” or better.

GBU1093 Introduction to Business (3)

MKT3013 Fundamentals of Marketing (3)

MKT4053 Promotions Management (3)

Pick two of the following three: (6)

COM4093 Persuasion*

COM4003 Special Topics: Strategic Digital Media †

COM2153 Argumentation & Debate^X

COM4133 Rhetorical Theory^X

MMC4113 Advertising Principles & Practices †

Total Certificate Requirements (15)

* Offered every year and a half

† Offered every two year

^X Offered every fall