

MARIST

MASTER OF ARTS IN INTEGRATED MARKETING COMMUNICATION



I was able to complete Marist's Integrated Marketing Communications Master program 100% online with all the resources and support the college, faculty, and department have to offer. I formed great relationships with my classmates and professors as each one felt invested in my success.



Heather Dworakowski
MA '18

MASTER TODAY'S CUTTING-EDGE MARKETING TECHNIQUES – IN A FLEXIBLE ONLINE DEGREE

- ▶ Develop strategies to create, execute, and analyze marketing campaigns with cohesive, integrated messages across all media.
- ▶ 100% interactive, online classes
- ▶ Flexible schedule
- ▶ Expand your knowledge of analytical tools for market analysis
- ▶ Delve into insights on the psychological process underlying consumers' thoughts, feelings, decisions, and behaviors
- ▶ Learn how to maximize the effectiveness of social media marketing
- ▶ Explore the role of marketing within a firm, and the relationship between marketing and other areas of business
- ▶ Enhance your skills in conceptualizing and conducting market research
- ▶ Choose from elective courses that address your specific career needs:
 - ▶ Mobile Marketing
 - ▶ Search Engine Optimization



Scan to learn more about this program.

OUTCOMES

As a student, you have access to our alumni network from your first day of class via the online alumni directory. This is just a small sample of the companies that currently employ our alumni.

- ▶ Apple Inc.
- ▶ Cablevision
- ▶ Coca-Cola
- ▶ Council of International Educational Exchange
- ▶ NBC Universal
- ▶ New York Magazine
- ▶ Saks Incorporated
- ▶ Sharp Electronics
- ▶ Texas Army National Guard
- ▶ US Bank Corporate Trust
- ▶ UTC Aerospace Systems

CONTACT US

P (888) 877-7900 • F (845) 575-3166
marist.edu/graduate • graduate@marist.edu
3399 North Road, Poughkeepsie, NY 12601

UPCOMING EVENTS

The best way to find out about our programs is to attend an open house or virtual information session!
Visit marist.edu/rsvp to RSVP.



Scan to see upcoming events.

CURRICULUM

The MA in Integrated Marketing Communication is a 30-credit program, which can be completed in one year full-time, or two years part-time.

▶ COMI 500L IMC Principles

Learn the ever-changing concepts of Integrated Marketing Communications in a digital world. This IMC course is designed to familiarize students with terminology, concepts, and strategies.

▶ COMI 600L Advertising Management

Gain knowledge on how advertising plays a role in marketing from a strategic point of view. Marketing Master's degree students will gain an understanding of the strategy behind developing an effective advertising campaign and analyze what exactly advertising is meant to do.

▶ COMI 505L Public Relations Management

Develop an understanding of public relations in terms of strategic management. Students will gain real-life experience through the exploration of various communication theories, trends, and issues. Develop a comprehensive public relations plan, with an emphasis on the role of public relations in the IMC process that meets specific business and communication needs.

▶ COMI 610L Social Media Strategies & Tactics

Focus on social media including the educational insights required to develop the objectives and strategies used to properly select social media platforms to engage consumers. IMC graduate students will also learn to effectively monitor and measure the results of these various social media marketing efforts.

▶ COMI 605L Brand Management

Discover the importance a strong impact can have on purchasing decisions. With a concentration on brand equity, students will gain knowledge through readings, case studies, and a course project designed for practical application.

▶ COMI 535L Analytical Tools for Decision Making

Explore analytical tools designed to provide marketing graduate students with an understanding of key methods and tools of marketing analysis. IMC students are provided with an understanding of statistical analysis, testing, and comparison marketing analysis.

ADMISSION REQUIREMENTS

- ▶ Graduate admissions application (available online)
- ▶ Official undergraduate/graduate transcripts from all institutions attended
- ▶ Current resumé
- ▶ Two letters of recommendation from academic or professional references (current/recent students require minimum one letter from a professor)
- ▶ Personal statement outlining career objectives and reason for selecting the IMC

▶ COMI 615L Global Consumer Insights

Focus on the strategic implications of consumer behaviors. Through this IMC graduate course, students will gain an understanding of buyer behavior and e-commerce marketing.

▶ MBA 605L Marketing Research

Discover the marketing research process by exploring available marketing research literature. Conceptualize and conduct marketing research and use that research as an aid for strategic marketing decisions.

▶ MBA 525N Marketing Foundations

Develop skills for applying analytic perspectives, decision making, and various marketing in order to create value for the customer. Expand your understanding and management skills in this critical aspect of IMC.

▶ COMI 700L IMC Capstone

Incorporate knowledge gained from your IMC courses to create your own innovation. The Integrated Marketing Communication Capstone course allows students to gain the knowledge needed to be at the forefront of IMC by looking forward to an integrated brand experience.

ELECTIVE COURSES-CHOOSE ONE (depending on course availability)

▶ COMI 592L IMC Mobile Marketing

Designed to help students understand the underlying mobile technology, assess the range of opportunities that a mobile environment provides to the marketers, and learn to integrate mobile into the overall marketing communication strategy.

▶ COMI 592 Search Engine Optimization

Today's marketing requires you to know how to make your web page jump to the front of Google searches. Explore on-page optimization, inbound link building, site-structure, keyword search, creating a comprehensive SEO site audit, and more.

FINANCIAL AID OPTIONS

- ▶ Scholarships - merit and alumni available
- ▶ Partnership benefits
- ▶ Military benefits
- ▶ Employer tuition deferment

For details please contact Graduate Admission at
(888) 877-7900 or **graduate.marist.edu**.