

DIRECTOR, GRADUATE PROGRAM

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ABOUT THE PROGRAM

The Master of Arts in Integrated Marketing Communication (IMC) is a fully online, 30-credit hour graduate degree program that provides students with a cross-disciplinary educational experience that mirrors workplace dynamics in the once “siloed” fields of advertising, brand management, corporate communication, marketing, public relations, strategic communication and sales. Taking courses offered through a unique collaboration between the School of Communication and the Arts and the School of Management, students will learn to thoughtfully approach and develop IMC plans aimed at engaging successfully diverse and global audiences. With strong emphases on quantitative, qualitative and analytical skills, students will learn to develop, implement and assess marketing communication (MARCOM) plans that engage diverse audiences. Starting with the fundamentals of IMC and marketing, students will be introduced to the different MARCOM tools, such as advertising, public relations and social media. Moving through the curriculum, students will learn about the different research tools and their practical uses in conducting strategic and evaluative research. Throughout the curriculum, an outside-in approach is emphasized, i.e., a data-driven customer-centric approach that will focus on understanding the processes underlying consumers’ and constituents’ thoughts, feelings, decisions, and behaviors. More specifically, students will learn about consumer/constituent judgment and decision processes, attitude formation and change, consumer information processing and reactions to persuasive communications, consumer/constituent-brand relationships, affective, cognitive, and motivational determinants of consumer/constituent behavior, family and group decision processes, and cultural and individual differences in consumer behavior. In their capstone course experience, students will work in teams, applying knowledge gained and skills developed toward the development of an IMC campaign plan.

At the end of this program students should be able to:

- Understand the theory of consumer behavior and marketing segmentation strategies
- Demonstrate strong research, analytical and strategic decision-making skills
- Write effectively for diverse audiences
- Understand the concept of branding and the strategic importance of building brand equity
- Have a good grasp of the traditional and nontraditional MARCOM tools
- Develop an IMC campaign plan.

FORMAT

Full-Time Option—Students can complete the degree in as little as three semesters, including summer.

Part-Time Option—Students may take between two and three years, depending on the number of courses they take each semester.

Start dates are flexible, as students can choose to start in either a fall or spring semester. Fall and spring semesters have two rounds, each of eight-week duration. Courses are also offered in summer.

The application deadline for the full-time option is May 1. The application deadline for the part-time option is August 1.

THESIS/COMPREHENSIVE EXAM

There is no thesis or comprehensive exam for the MA in IMC.

ADMISSION

Admission to the M.A. in IMC is competitive and based on undergraduate performance, a satisfactory score on the Graduate Record Exam (GRE) or Graduate Management Admission Test (GMAT), and a candidate's professional credentials or demonstrated interest in the IMC field. The Admissions Committee is committed to looking at the entire application packet and will evaluate professional and academic qualifications holistically.

Applicants to the Master of Arts in IMC must submit:

- a completed application for graduate admission;
- a \$50 non-refundable application fee;
- official transcripts from all undergraduate (including two-year colleges) and graduate institutions including evidence of an earned BA or BS degree in Communication or a related field from an accredited college or university with a cumulative GPA of 3.0;
- an official score report showing an acceptable score on the Graduate Record Examination (GRE) or Graduate Management Admission Test (GMAT);
- a current résumé;
- a written statement of purpose;
- three letters of recommendation.

NOTE: *Marist graduate programs require a minimum of a baccalaureate degree or its equivalent from an accredited college or university. Also, if a student has taken graduate-level coursework at another college/university the student may apply for a transfer of credits. The application for transfer of credits will be evaluated on a case-by-case basis. Under no circumstances will more than 6 transfer credits be allowed.*

DEGREE CONFERRAL REQUIREMENTS

To qualify for the Master of Arts in IMC, a student must:

- complete a total of 30 credits as described in the curriculum.
- maintain at least 3.0 cumulative grade-point average.

STUDENT ADVISEMENT

The Director of the Graduate Program in Communication will assign an advisor to students in the M.A. program. Students are encouraged to contact their advisor to discuss academic progress and planning.

ACADEMIC STANDING

The maintenance of a minimum cumulative grade-point average (GPA) of 3.0 is required for good academic standing. Students must have a cumulative 3.0 GPA after completion of one semester of full-time study or its equivalent. Any student whose GPA falls below that required for good standing, or who receives a letter grade of F, will be subject to academic review and may be placed on probation or dismissed from the program. Students placed on probation will receive a statement of requirements necessary to achieve good standing and will be given a limited time period in which to meet these requirements. Failure to achieve probationary requirements will result in dismissal.

THE MASTER OF ARTS IN IMC

Curriculum Summary

COMI 500	Principles of Integrated Marketing Communication	3 credits
COMI 600	Advertising Management	3 credits
COMI 505	PR Management	3 credits
COMI 605	Brand Management	3 credits
COMI 615	Global Consumer Insights	3 credits
MBA 525	Marketing Foundations	3 credits
MBA 535	Analytical Tools for Decision Making	3 credits
MBA 605	Marketing Research	3 credits
COMI 610	Social Media Strategies & Tactics	3 credits
COMI 700	IMC Capstone	3 credits

Program Options and Class Schedules

Sequences

Part-Time

Part-Time Fall Start	Fall <i>Two Rounds 8 weeks each</i>	Spring <i>Two Rounds 8 weeks each</i>	Summer <i>Two Rounds 8 weeks each</i>
First Year	Principles of Integrated Marketing Communication	Public Relations Management	Marketing Research
	Marketing Foundations	Analytical Tools for Decision Making	
Second Year	Advertising Management	Social Media Strategies & Tactics	IMC Capstone
	Brand Management	Global Consumer Insights	

Part-Time Spring Start	Fall <i>Two Rounds 8 weeks each</i>	Spring <i>Two Rounds 8 weeks each</i>	Summer <i>Two Rounds 8 weeks each</i>
First Year		Principles of Integrated Marketing Communication	Marketing Research
		Analytical Tools for Decision Making	
Second Year	Public Relations Management	Social Media Strategies & Tactics	
	Marketing Foundations	Global Consumer Insights	
Third Year	Advertising Management		
	Brand Management	IMC Capstone	

Full-Time

Full-Time Fall Start	Fall <i>Two Rounds 8 weeks each</i>	Spring <i>Two Rounds 8 weeks each</i>	Summer <i>Two Rounds 8 weeks each</i>
First Year	Principles of Integrated Marketing Communication	Public Relations Management	Marketing Research
	Advertising Management	Social Media Strategies & Tactics	
	Marketing Foundations	Analytical Tools for Decision Making	IMC Capstone
	Brand Management	Global Consumer Insights	

Full-Time Spring Start	Fall <i>Two Rounds 8 weeks each</i>	Spring <i>Two Rounds 8 weeks each</i>	Summer <i>Two Rounds 8 weeks each</i>
First Year		Principles of Integrated Marketing Communication	Marketing Research
		Public Relations Management	
		Analytical Tools for Decision Making	
		Global Consumer Insights	
Second Year	Social Media Strategies & Tactics		
	Advertising Management		
	Marketing Foundations	IMC Capstone	
	Brand Management		

Graduate Courses in IMC

MBA 525

Marketing Foundations

3 credits

This course addresses the management challenge of designing and implementing the best combination of marketing variables to carry out a firm's strategy in its target markets. Specifically, the course seeks to develop the student's skills in applying the analytic perspectives, decision tools, and concepts of marketing to such decisions as product offering, communication programs, distribution, and pricing to capture the value created for the customer. The student's basic objective is to develop his/her own understanding and management skills in this critical aspect of general management.

MBA 535

Analytical Tools for Decision Making

3 credits

A foundation course in key statistical methods used to analyze data in support of business decisions. Topics included are: descriptive statistics, continuous and discrete distributions, sampling and inference, comparisons, hypothesis testing, regression and other more advanced methods selected by the instructor.

MBA 605

Marketing Research

3 credits

This course introduces students to the marketing research literature and to the marketing research process. The emphasis in this course is on how to actually conceptualize and conduct a marketing research project as well as use research as an aid for marketing strategy decisions. Students will learn how to design, interpret, and apply marketing research to solve business problems.

COMI 500

Principles of Integrated Marketing Communication

3 Credits

This course is an introduction to integrated marketing communication (IMC) elements, including advertising, direct response, sales promotion and public relations and their functions in today's communication environment. The course explores research, media and message elements involved in the creation of a campaign. In addition, students will learn about governmental regulations and ethics as they relate to IMC, and social and economic considerations that may impact IMC Campaigns.

COMI 600

Advertising Management

3 Credits

In this course students will examine the various processes involved in the management of advertising within an IMC context. The course deals with advertising from a strategic rather than simply a descriptive standpoint, and then goes on to provide students with an understanding of what it takes to develop an effective advertising campaign, starting out with the marketing plan. In essence, students will learn about the many major issues and key concepts that underlie good decision making in developing an advertising campaign.

COMI 605

Brand Management

3 Credits

In this course students will learn the importance of differentiating products and services in today's world of alternatives, which provides consumers with the power of choice. This course is a blend of theory and practice of product and brand management and will give students the skills to successfully develop, manage and promote the core values of an organization's brand internally and in competitive markets.

COMI 505**Public Relations Management***3 Credits*

This course will give students a thorough understanding of public relations as a strategic management function. Students will explore various communication theories, trends/issues and practice areas with a special emphasis on the role of public relations in the integrated marketing communication process. In addition, they will gain real-life experience developing a comprehensive public relations plan that meets specific business and communication needs.

COMI 610**Social Media Strategies & Tactics***3 Credits*

This course will provide students with the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Students will learn how to manage a successful social media presence for an organization and how to use necessary social media tools and services for gaining valuable insights on how consumers feel and respond to brands and product categories.

COMI 615**Global Consumer Insights***3 Credits*

This course will introduce students to a wide range of behavioral concepts and explore the strategic implications of buyer behavior in a global context for marketers. The course will challenge students to explore the realities and implications of buyer behavior in traditional and e-commerce markets. Furthermore, the course will focus on the use of databases to obtain consumer insights for the purpose of micro-targeting prospects and for customer relationship management (CRM) in an IMC context.

COMI 700**IMC Capstone***3 Credits*

This course is an opportunity for students to apply all that they have learned in the previous classes, particularly the tactical application of IMC skills and concepts, to practice message and touch-point integration with special attention to effectiveness and measurable results. The focus is on thinking about strategy framework and on how to apply this framework to guide strategic decisions. The ultimate goal of the course for students, working in groups, is to create an IMC plan. In this course the extent of a student's proactive participation will determine how much the student will benefit from the knowledge and practice that the course offers.

Faculty

KATHLEEN BOYLE Professional Lecturer. *Degrees:* B.A., Iona College; M.B.A., Iona College

JENNIE DONOHUE Professional Lecturer. *Degrees:* B.A., Syracuse University; M.B.A., Suffolk University

JEN EDEN Assistant Professor. *Degrees:* B.A. & M.A., Northern Illinois University; Ph.D., Arizona State University

LORI BETH GREENAN Professional Lecturer. *Degrees:* B.A., Bryant University; M.S., New York University

NADINE C. HOFFMANN Assistant Professor. *Degrees:* Undergraduate Studies, Rheinische Friedrich Wilhelms-Universität Bonn, Germany. M.Sc., University of Kansas, Ph.D., University of Georgia

MICHAEL H. KOCH Professional Lecturer. *Degrees:* B.A., Richmond American International University; M.A., Ohio University, Athens; Ph.D., Ohio University, Athens

SUE LAWRENCE Assistant Professor. *Degrees:* B.S., University of Missouri-Columbia; M.A., University of Missouri-Columbia; Ph.D., University of Missouri-Columbia

CAROLYN LEPRE Associate Professor. *Degrees:* M.A., Miami University; M.S., Ohio University; Ph.D., University of Florida

KEVIN M. LERNER Assistant Professor. *Degrees:* B.A., University of Pennsylvania; M.A., Columbia University; Ph.D., Rutgers University

G. TIMOTHY MIRABITO Assistant Professor. *Degrees:* B.S., Ithaca College; M.S.Ed., University of Miami; Ph.D., University of Tennessee

JENNIFER L. ROBINETTE Assistant Professor. *Degrees:* B.A., Marshall University; M.A., Marshall University; Ph.D., University of Kentucky

RYAN P. ROGERS Assistant Professor. *Degrees:* B.A., University of Notre Dame; M.A., Syracuse University; Ph.D., University of North Carolina at Chapel Hill

SHANNON ROPER Associate Professor. *Degrees:* B.A., Marist College; M.A., William Paterson University; Ph.D., Rutgers University

SUBIR SENGUPTA Associate Professor. *Degrees:* B.A., Jadavpur University; M.A., University of Georgia; Ph.D., University of Georgia

KAREN SCHRIER SHAENFIELD Assistant Professor. *Degrees:* B.A., Amherst College; M.S., Massachusetts Institute of Technology; Ed.D., Columbia University

KEITH STRUDLER Associate Professor. *Degrees:* B.A., Cornell University; M. Ed., University of St. Thomas; Ph.D., University of Florida

ADAM ZARETSKY Professional Lecturer. *Degrees:* B.F.A., University of California at Davis; M.F.A., The School of the Art Institute of Chicago; Ph.D., Rensselaer Polytechnic Institute