



Integrated Marketing Communications Certificate

School of Business

Required Number of Hours: 15

Description of certificate: (Include an introductory paragraph and certificate plan of study.)

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.

- ECO2023 Microeconomics (3)
- MKT3013 Fundamentals of Marketing (3)
- MKT4053 Integrated Marketing Communications (3)
- MKT4183 Digital Marketing (3)
- Pick one of the following courses:* (3)
- COM2153 Argumentation & Debate
- COM4003 Special Topics: Strategic Digital Media
- COM4093 Persuasion
- COM4133 Rhetorical Theory
- MMC4113 Advertising Principles & Practices
- MMC4193 PR Techniques

Student Learning Outcomes:

The IMC certification provides students with the tools:

- To manage a constant flow of information from multiple sources across multiple platforms.
- To integrate product, price, promotion, and distribution strategies for effective and efficient marketing programs and maximizing ROI.
- To equip students to capitalize on the synergy among promotional tools such as advertising, public relations, personal selling, sales promotion, and interactive media in order to project a consistent and unified brand narrative.

Contact information:

Nathan Campbell, Associate Dean

870.230.5312

E-Mail: campben@hsu.edu