Digital & Interactive Marketing

At the forefront of marketing communications is the dramatic transformation from traditional print and broadcast media to digital, social and mobile media platforms. Students explore how these innovative media platforms work and how consumers and other audiences are engaged through interactive communications.

Ideal For Those Interested In:

• Media technology
• Social media marketing
• Mobile marketing
• Search engine optimization

Classes Required:

• Digital, Social and Mobile Marketing
• Social Media Marketing
• Two other electives of your choice

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IMC Alumni Utilizing This Specialization:

Digital Marketing Manager, Ronald McDonald House Charities, McDonald’s Corporations
Digital Strategist, The Marketing Store
Digital Supervisor, Starcom
Social Media Specialist, IBM
Search Optimization Analyst, Adobe

“Digital and interactive used to mean a sliver of the marketing mix. Now, all media is digital media. The beauty of this new world is it gives us an opportunity as marketers to talk to our audience en masse and as individuals.”

- Judy Franks, Lecturer

MEDILL
NORTHWESTERN UNIVERSITY
INTEGRATED MARKETING COMMUNICATIONS

www.medill.northwestern.edu/imc/
“The program at Medill IMC prepared me for this career in many ways. It gave me the ability to ask questions that haven’t been asked yet, to develop solutions to problems that haven’t been addressed previously, and the program at Medill provided a framework from which I could think about new challenges and old challenges.”

Craig Greenfield (IMC00)
COO, Performics Worldwide

“Digital and interactive is the intersection of analytics and technology that moves markets. Our classes in Medill IMC involve top thought leaders in gamification, infographics, big data analytics, social data, mobile technologies, the CMOs and CEOs of startups and huge corporations to give our students the insights they need to differentiate themselves in the industry.”

Randy Hlavac
Lecturer

“The quantitative training here sets me apart from other marketing job candidates – the business is moving more towards measurement and accountability, and because of Medill IMC, I am prepared.”

Lindy Huang Hoelscher (IMC04)
Director of CRM, Birchbox