Do you see things other people miss? Do you think little things say a lot about a person? Are you intrigued by the difference between telling someone something and surprising them? Delighting them? Engaging them in your cause? We are. We’re Medill IMC.

INTEGRATED MARKETING COMMUNICATIONS.

Academic programs built upon a certain way of thinking that begins with human understanding, ignited by data and technology, and envisioning the ways new media affect consumer behavior. Because it’s one thing to understand how brands and business work. But to innovate, we must know why. Why some brands demand involvement, while others are simply forgotten. Then finding the perfect pitch to pull heart strings, open tear ducts, and open minds. If you see patterns where others see chaos, art where others see borders, you might just see us as your home. Welcome.
Welcome to the leading master’s program for integrated marketing communications (IMC) in the digital age.

IMC students develop a deep understanding of consumers and build communications strategies based on qualitative insights and quantitative analysis. Students participate in many hands-on experiences both in and out of the classroom. The program features a strong focus on media, particularly the digital media technologies that are revolutionizing the ways organizations interact with consumers and other audiences.

While many graduates go into traditional marketing communications jobs in advertising and strategic communications, our students are increasingly employed in technology-related jobs as digital strategists, social media specialists and marketing analysts.

The IMC department has a renowned faculty consisting of both world-class scholars and experienced industry professionals. Located just outside of Chicago, the program connects you with the network of marketing communications professionals in Chicago and around the world. We appreciate your interest in the Medill IMC program and invite you to learn more about how we prepare students to excel in tomorrow's digital environment.

Frank Mulhern
Associate Dean; Department Chair, Integrated Marketing Communications
Hamid Bin Khalifa Al-Thani Professor of Marketing Communications
Why Medill IMC?
The IMC degree was founded at Medill.

At Medill IMC, you will learn to create innovative marketing communications strategies by working collaboratively with global companies to solve current marketing communications challenges. In the master’s program at Medill, you will:

- Develop insights that engage consumers to grow businesses.
- Integrate brand communications across digital and traditional media platforms.
- Analyze complex data to inform powerful brand communication strategies.
- Produce social media campaigns that drive measurable results.

As an IMC graduate, you will be a dynamic professional well versed in a consumer-centric, data-driven integrated approach to marketing communications.
Within the past year, IMC students have represented 26 states domestically and 17 countries worldwide. This rich diversity ensures that you can learn from fellow students who come from a wide array of backgrounds and cultures as you collaborate on global case studies and team projects.

During their studies, students also have the unique opportunity to gain a first-hand view of the marketing communications practices across global organizations by traveling to places such as Asia, London, San Francisco and New York City.
Core Classes
(Required for all students)

**Consumer Insight:** Focuses on understanding how individuals, families and groups acquire, consume and dispose of goods, services, ideas, brands and experiences. Students examine psychological, economic, communications, anthropological and sociological perspectives on human action to generate consumer insights.

**Marketing Management:** Introduces the basic concepts and methods in marketing. The course surveys the state of knowledge in marketing practice and provides students with a foundation to understand how organizations make marketing decisions.

**Financial Accounting:** Provides an overview of the principles of corporate finance, including financial statement analysis, business performance measurement, budgeting, long-term forecasting and investment analysis. Students learn return on investment (ROI) methodologies for assessing the effectiveness of marketing programs.

IMC's innovative program in strategic communications includes advertising, direct and database marketing and corporate communications. With a range of topics for research available, students can tailor their education to their specific needs and interests.
Statistics and Marketing Research: Reviews the marketing research process. Students learn basic statistical analysis, how to analyze customer databases and how to conduct surveys using statistical software.

IMC Strategic Process: Covers the principles and practices of integrated marketing communications with an emphasis on applying analytic methods to customer databases to measure customer lifetime value and form market segments.

Electives
Students may choose from a variety of elective courses. This is a sampling of additional elective courses available:

<table>
<thead>
<tr>
<th>Media, Economics and Technology</th>
<th>Digital, Social and Mobile Marketing</th>
</tr>
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<tbody>
<tr>
<td>Shopper Marketing</td>
<td>Internal Communications</td>
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<tr>
<td>Data Management</td>
<td>Analytics Techniques</td>
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<tr>
<td>Strategic Planning for E-commerce</td>
<td>Brand Communication Decisions</td>
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<tr>
<td>Digital Analytics</td>
<td>Crisis Management</td>
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</table>
The full-time IMC program is tailored to launch your career in the marketing field with an intense five quarter program which prepares you to solve the marketing problems of the digital age.

Students typically have a few years of work experience or come directly from undergraduate programs. The program is internationally focused with approximately half of the students coming from outside the United States.

Students complete five consecutive quarters of study consisting of 10 weeks each. Most class work is done on Northwestern’s Evanston, Illinois campus, with the opportunity for some travel within the U.S. and abroad to work on company-sponsored projects.

The full-time program requires students to complete 15 courses and a summer immersion quarter. Students can choose electives from among the five specializations to customize their experience to match career goals and interests.
Full-time students have the opportunity to focus in on academic specializations. To complete a specialization, students take two required courses and at least two electives applicable to that specialization. Specializations are optional and students can take as many as three.

**Digital and Interactive Marketing**
- Digital, Social and Mobile Marketing
- Social Media

**Strategic Communications**
- Introduction to Strategic Communications
- Managing Integration

**Brand Strategy**
- Brand Communication Decisions
- Media Economics and Technology

**Marketing Analytics**
- Analytic Techniques
- Data Management

**Content Marketing**
- Communications and Content Marketing
- Media and Integrated Marketing

In addition to the five academic specializations, Medill offers IMC students the opportunity to enroll in the Media Management specialization at the Kellogg School of Management or the Spiegel Research Fellow program with the Spiegel Research Center. These programs have limited enrollment and students must apply for acceptance while in the program.
The IMC full-time program offers a unique course that combines classroom learning with on-site immersion with top companies to work on real-world consulting projects. Students help these companies build fresh solutions and answers to real challenges and questions.

In addition to conducting a project, students participate in a leadership and team building program, where they strengthen a variety of personal and professional skills.

This exciting and rigorous quarter gives students insight into companies and projects that often shape career decisions. It arms students with interpersonal communication skills, conflict resolution strategies, team development methods, client management skills and presentation tactics.

Previous sponsors range from coast to coast and include leading companies such as P&G, GE Capital, Discover Financial Services, Google, Adobe, Mondelēz, Salesforce.com, Kellogg’s, Leo Burnett, The Marketing Store and many others.
**Student Involvement**

**Vitamin IMC**
The Vitamin IMC team runs its own blog at VitaminIMC.com, a forum that provides a platform to discuss marketing communications topics while educating professionals about IMC principles.

**Cause Marketing Initiative**
CMI provides pro bono marketing communications support for Chicago area nonprofits that enables them to further their community reach and social impact.

**Global Trip Planning Committee**
The Global Trip Planning Committee helps organize a two-week overseas study tour to observe different economies, marketing practices and IMC in action around the world.

**talentQ**
TalentQ is a research program managed by students that identifies the unique talents and skills that define successful marketing communications professionals. The talentQ team puts on career-related events throughout the year.

**Journal of Integrated Marketing Communications**
The JIMC is an annual publication edited and produced by students that is made available to marketing communications professionals. The journal includes articles, case studies and academic research about topics relevant to IMC practitioners.
Social Committee
The Social Committee gives students the chance to socialize and interact with classmates at various events in Evanston and Chicago.

Professional Speakers Series
PSS brings industry leaders to campus to interact with students and exchange ideas with the next generation of IMC professionals.

Medill Asian Student Association
MASA helps people from all walks of life better understand the Asian economy and culture.

Medill IMC Branding Committee
The branding committee works to increase the brand recognition of Medill and IMC within the Northwestern University community, as well as among potential students and the general public.
The IMC part-time program serves working professionals living in or around Chicago and allows them to advance their careers by tapping into the deep expertise of our faculty. Students gain access to a network of other high-caliber marketing professionals in the Chicago area.

Classes are held in the evenings at Medill’s downtown Chicago location in the loop. Each class is held once a week, and students usually take two classes per quarter and complete the program in just over two years. Completion of the degree requires 15 courses including five required courses and 10 electives.
The IMC online program is tailored for working professionals around the world through a series of interactive formats. The program allows students to work at their own pace taking one or two courses at a time. Students are expected to convene online for lectures, interact with faculty and collaborate with peers on group work.

An important distinction of the program is that the IMC Online faculty are the same as that of the full- and part-time programs. IMC online is our master’s program delivered online; not a traditional online program. Combined with relatively small class size, students benefit from the stimulating work they do in and out of the classroom. Completion of the degree requires 13 courses including five required courses and eight electives.
Across the globe, our alumni can be found in a variety of industries and companies. When you become part of the Northwestern University community, known worldwide for its tradition of excellence and loyal alumni network, you gain access to leading professionals who share your passion and drive.

“I feel like the Medill IMC program is part of my professional DNA, and I’ve carried examples and lessons from my days in the classroom with me into every role I’ve had since graduating.”

Josh Grau
Director of Brand Strategy, Twitter
IMC03

“There’s a lot of people who are passionate about what they do, but in terms of getting their messaging right, figuring out how to reach out to people - I feel like what I learned in IMC is hands-on application.”

Natasha Lindor
CEO and Founder, The AND Factor
IMC09

“Unlike a business degree, IMC is all about understanding the consumer and applying the insights.”

Jeff Han
Online Media Group, Tencent
IMC97
“The professors taught us to always be consumer-centric. This was ingrained in us in every course we took and every lecture we attended in Medill IMC.”

Kristin Reagan
Director of Global Marketing and Communications, Interbrand
IMC06

“If you are interested in important business topics and balanced left- and right-brain approaches, then Medill IMC is the program for you.”

Jeff McFarland
Director of Strategy, Landor, Greater China
IMC06

“Medill IMC has high-caliber professors who balance academic research and practical wisdom. I also learned a lot from a very mentally agile peer group.”

Pradeep Kumar
Vice President, Customer Intelligence Director, FCB
IMC03

“My time in the IMC program provided a foundation as well as scope in how the marketing communications process is developed. With little experience, it was truly everything from ground zero to final deliverable.”

Jan Lin
Marketing Director, Pfizer Consumer Healthcare
IMC97
Our Medill IMC faculty represent the highest levels of accomplishment in scholarship, research and professional experience. Faculty are actively involved in mentoring students while simultaneously conducting research. Current and recent research projects include consumer analytics, cultural norms, media allocation models, brand preferences and online social communities.
Spiegel Research Center
Proving the relationship between customer engagement and purchase behavior, the Spiegel Research Center is focused on evidence-based, data driven analysis. The center conducts studies focusing on consumer behavior in social media and on mobile devices. The work is led by Research Director Edward Malthouse and supported by a team of experienced researchers to provide evidence that shows which types of customer engagement with media and brands result in financial impact.

The Applied Neuromarketing Group
Neuromarketing uses experimental psychological procedures and ideas from cognitive science, behavioral science, engineering, psychology and other fields to understand how people are influenced to behave in a certain way. The Applied Neuromarketing Group at Northwestern is leading the way with groundbreaking insights in this important new field. IMC faculty, along with partners at Northwestern and around the globe, are using cutting edge technology, high-level mathematics and modeling to develop a science of influence and understanding the psychology of marketing.

Retail Analytics Council
Medill IMC, Northwestern and the Platt Retail Institute formed this global initiative to study consumer behavior across shopping platforms, in an effort to provide an understanding of how they influence retailers and new technology.

The OmniChannel Initiative
In today’s real-time digital marketplace, consumers demand relevant content whenever, wherever, using whatever media they desire. The OmniChannel Initiative addresses real-time digital communications. The program combines Big Data analytics and insight-driven marketing to develop omnichannel communications across social, mobile, web, retail and traditional media.
Edward C. Malthouse, Ph.D.
Professor

Teaches:
• Statistics and Marketing Research
• Data Management
• Segmentation and Lifetime Value Models
• Predictive Analytics

Background:
Malthouse is the Theodore R. and Annie Laurie Sills Professor of Integrated Marketing Communications at Medill and Industrial Engineering and Management Science at the McCormick School of Engineering. He is the research director of the Medill IMC Spiegel Digital and Database Research Center.

“The Medill IMC program focuses on teaching strategy and analytics. This is a unique combination that is desirable to employers.”

He is an expert in applied statistics, market research and media marketing. His primary research is in the areas of media and database marketing. He develops statistical models and applies them to large data sets of consumer information to help managers make marketing decisions. Malthouse has won teaching awards and been an invited visiting professor at universities in Asia and Europe.
Teaches:
- Consumer Insight

Background:
Weinberger’s research takes a sociological approach to understanding consumers, stakeholders and marketplace actors. Her research focuses on understanding the meaning behind consumer action and the ways cultural knowledge, consumption and consumption rituals structure daily life and social relationships.

“To develop deep consumer insights, marketing professionals need to take a big step back to understand consumers as people in the social and cultural contexts of their daily lives.”

Professor Weinberger is trained in both quantitative and qualitative research methods. She is an expert in ethnography, in-depth interview techniques and qualitative data analysis. These methods help researchers see life through the eyes of consumers but also develop deeper insights beyond what consumers are able to articulate directly.

Michelle Weinberger, Ph.D.
Assistant Professor
Teaches:
- Strategic Planning in an E-Commerce Environment

Background:
Collinger is a widely recognized expert and speaker in the areas of integrated marketing communications, direct, database and e-commerce marketing management, customer loyalty, customer relationship management and channel integration.

“IMC Students get the skills they need after they graduate, but they also get the framework to solve marketing communication problems for a lifetime.”

Collinger is also the president of The TC Group, a marketing strategy consulting firm. Some of his clients have included: Advanta, Wells Fargo Advisors, Discover Card, Doubleclick/Google, Benesse Corp./Japan, Nimblefish, SkyZone, Sony and Walt Disney Attractions. He has been on the editorial advisory board for the Journal of Consumer Marketing; a former senior vice president of Leo Burnett Company; and former vice president and general manager of Ogilvy & Mather Direct. He also served as Chairman of the board of directors for The Cancer Wellness Center in Northbrook, Illinois.
Kalyan Raman, Ph.D.
Professor

Teaches:
• Quantitative Marketing Analysis
• Statistics & Market Research II

Background:
In addition to his appointment at Medill, Raman has appointments in Northwestern’s schools of medicine and management and he is a visiting scholar at the International Monetary Fund in Washington, DC.

He specializes in marketing mix optimization, optimal budgeting and allocation of the marketing communications mix and resource allocation problems in marketing. Multinational companies, major advertising agencies and their media planning affiliates support his research.

“One of the things about our program that makes it really unique is its emphasis on a data-based, evidence-based approach to decision making.”

Raman has two Ph.D’s, one in Management Science and the other in Electrical Engineering. Raman has developed a brain shunt to automatically regulate intracranial pressure, and he is working with electrical engineers, biomedical engineers and materials scientists to develop a prototype that will implement his algorithm.
Teaches:  
• Intro to Strategic Communications

Background:  
Duplessis’ career includes over 25 years of public relations, internal and external communications, investor relations and government affairs experience spanning corporate America and the U.S. Military. As an expert in communications, Duplessis helps open the aperture of IMC students to help them understand communications from different levels and speak strategically to unique audiences.

“Strategic communications focuses on strategy not tactics. In IMC, you learn to ask how specifically - does your company or business communicate effectively with the audiences? You learn to be a business person first, a communicator second. IMC is the platform to take you to the next level.”

Duplessis is the former SVP Corporate Communications and Government Affairs with Mondelez International, and brings his industry experience to the classroom through real-world examples and marketing communications projects.
Judy Franks
Lecturer

Teaches:
• Media Economics and Technology

Background:
Lecturer Judy Franks has been guiding marketers on how to connect with customers in a dynamic media world for over 25 years, through an executive career at Chicago agencies Starcom and EnergyBBDO, and most recently through teaching research and global consulting.

“Most marketers come from an analog point of view, and they need game changers like Medill IMC graduates who speak the digital language to help them navigate the change.”

Franks’ focus on digital and interactive at Medill gives students a broad perspective on how these facets are influencing all aspects of the media business. Franks’ research for her coursework led her to write the book, “Media: From Chaos to Clarity,” which has been featured at the AMA and the AEJMC. Her abstract, “Content Strategy in a Paid-Owned/Earned Media World,” will be published in the textbook, “The New Advertising: Branding, Content and Consumer Relationships in the Data-driven Social Media Era.” Franks is also currently in the field researching how digital media is affecting binge TV viewing behavior.
Life after IMC

When you enroll at Medill IMC, you instantly join a global network of like-minded professionals who hold leadership positions at top companies worldwide. Our alumni frequently return to Northwestern to recruit because they know the breadth and depth of knowledge associated with a degree from Medill IMC. Medill cultivates relationships with dozens of companies, facilitating interviews and information sessions for employers seeking to hire Medill IMC graduates.

Medill Career Services

Medill Career Services is available to all IMC students and alumni. Our advisers can coach students by phone, email or in-person on campus. No matter the individual needs, the advising and programming process covers a variety of career management issues including job search strategies, resume and cover letter review, interview preparation and how to negotiate.
“I know I can sell myself, but getting an advanced degree, especially from a school like Northwestern, got me the job interview.”

William Mattiace
Product Communications,
Ford Motor Company
IMC12
Sample Jobs of recent IMC Full-Time Graduates

Business Development Specialist
Line Taiwan

Internet Marketing Consultant
Rise Interactive

Account Executive
Leo Burnett

Marketing Coordinator
Google

Relationship Manager
Ford Motor Company

Global Brand Strategist
InterContinental Hotel Group

Marketing Performance Analyst
SapientNitro

Senior Account Executive
Ogilvy & Mather

Marketing Research Consultant
Caterpillar

Internet Marketing Consultant
Rise Interactive

Motorola Program Manager
Wire Stone

Account Executive
Iris Worldwide

Consumer Shopper Marketing Solutions Analyst
IRI

Product Marketing Specialist
Pizza Hut

Marketing Research Analyst
Cars.com

Strategic Planner
FCB

Marketing Comm. Planner
General Mills

Senior Analyst
OMD

Software Development Engineer
4C Insights

Account Executive
CAHG

Senior Consultant
EY

Brand Manager
Northern Trust

Media Marketing Analyst
Sears Holding Corporation

Shopper Marketing Strategist
Momentum Worldwide

Sample Jobs of Other IMC Alumni

Business Analyst
Orbitz

Manager, Marketing Strategy
The Walt Disney Studios

Principal and US Region Marketing Leader
Mercer

Social Media Strategist
IBM

Business Development Specialist
Invictus Digital Marketing

Director of Online Marketing and Communications
Navigant

VP of Consumer Insights
Wolters Kluwer

Director of Online Marketing
Staples

Direct Marketing Analyst
Walgreens

Sr. Marketing Manager, Strategy and Analytics
Microsoft

Marketing Director
Cox Communications

Head of Platform Marketing, Agency/Advertiser
Google

Search Optimization Analyst
Adobe Systems

Managing Partner, Communications Planning
MediaCom
Financial Aid
Graduate school requires a substantial investment of your time and money. Medill helps by providing need-based scholarships and grants, as well as federal financial aid to U.S. citizens and permanent residents. The Office of Admissions and Financial Aid does not award fellowships or teaching assistantships to admitted students.

Admissions
No matter the stage of the career or life you are in, Medill’s IMC graduate program is the next step to enhancing your future as a marketing and communications professional. The full- and part-time programs begin only in the fall quarter. The online program has open enrollment allowing students to begin in the fall, winter, spring or summer quarter. Deadlines and applications questions can be found online or by contacting Medill’s office of Graduate Admissions and Financial Aid.

We invite you to meet our faculty, current students and admissions staff. We can arrange for you to sit in on a class and take a tour of Northwestern’s beautiful campus on the shore of Lake Michigan. Let us show you how an IMC degree can help you reach your unique career goals.
Contact Us

Northwestern University
Medill IMC
1845 Sheridan Road
Evanston, Illinois 60208
www.medill.northwestern.edu/imc/

Frank Mulhern
Associate Dean, IMC Chair
(847) 491-5877
fjm274@northwestern.edu

Rebecca Slater
Assistant Director of Graduate Admissions and Financial Aid
(847) 491-5891
rebecca.slater@northwestern.edu

Nate Daigle
Assistant Director of Student Life
(847) 491-5878
nathan.daigle@northwestern.edu
Strategic Communications

Corporate communications and public relations are becoming increasingly sophisticated and effective in a media-rich world. For students seeking greater depth in professional communications, this specialization combines the strategic aspects of the discipline with policy and ethical considerations that support corporate social responsibility.

Ideal For Those Interested In:
- Public relations
- Global sustainability
- Corporate reputation
- Media relationship building

Classes Required:
- Introduction to Strategic Communications
- Managing Integration
- Two other electives of your choice

Manager of Strategic Communications, Blue Cross Blue Shield

Global Brand PR, Coca-Cola

Director, Public Affairs and Communications, American Express

Director of Public Relations, YMCA of USA

Senior Vice President, FleishmanHillard

Senior Account Supervisor, Edelman

“The Strategic Communications focus in IMC opens the aperture of students to look across communications through a strategic lens to then understand how to communicate with different audiences.”

- Ernest Duplessis, Lecturer

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www.medill.northwestern.edu/imc/
The top reason to go to Medill IMC is to advance your knowledge and advance your career. I was a career changer - I came from journalism and sales. This got me plugged into marketing and able to do what I wanted right out of graduation and leapfrogged me beyond entry level in the industry.

Dan Hindin (IMC10)  
VP, Digital of Data Research & Analytics, Ketchum

Strategic communications pulls all IMC principles together - finance, consumer, digital - and teaches you how to use those concepts to excel across communications.

Nancy Hobor  
Senior Lecturer

The Medill IMC program teaches far beyond basic corporate communication skills. It enabled me to think holistically and strategically, and communicate with a voice that is truly impactful, targeted and authentic.

Tori Oman (IMC13)  
Associate Manager, International Communications & CSR, Yum! Restaurants International
Marketing Analytics

As media become increasingly digitized, data and analytics become more central to marketing communications. This specialization is rich with coursework that grows skills in analyzing, modeling and drawing insights from data.

Ideal For Those Interested In:
- Statistical modeling
- Quantitative analysis
- Customer database
- Market testing

Classes Required:
- Analytics Techniques
- Data Management
- Two other electives of your choice

Students in IMC get a well-rounded understanding of data management methods, and learn the right questions to answer using data to be ahead of the competition. At Medill, you’ll get hands on training with real-world data.

- Vijay Viswanathan, Assistant Professor

Senior Analyst, FCB
Manager of Shopper Insights, Campbell Soup
Segmentation Merchant, Target
Director of Digital Analytics, Omnicom Group
Analyst of Advertiser Solutions, Nielsen
Lead, Google Analytics Premium, Google

“Students in IMC get a well-rounded understanding of data management methods, and learn the right questions to answer using data to be ahead of the competition. At Medill, you’ll get hands on training with real-world data.”

- Vijay Viswanathan, Assistant Professor
“I am the data storyteller at the agency who really helps to drive quantitative insights. I wouldn’t have been able to land this job without Medill IMC.”

Rui Wang (IMC08)
VP, Strategic Analytics Director,
FCB Chicago

“Learn analytics in IMC, and you’ll be able to measure the ROI of marketing communications initiatives, handle segmentation and insight generation and be able to evaluate the customer.”

Ed Malthouse
Professor

“The best thing about my job is it’s not just about digital analytics. It’s about understanding what the marketplace needs and working with our leadership to create services around that.”

Kelsey Kates (IMC10)
Director of Data Analytics & Insights,
Frequency 540
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

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

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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

www.medill.northwestern.edu/imc/
Content Marketing

Content Marketing is among the fastest-growing areas in marketing and communications. This specialization combines content strategy with the skills required to develop content that advances an organization’s objectives. Students gain experience in creating written, video and audio content.

Ideal For Those Interested In:

• Persuasive writing
• Social media
• Brand storytelling
• Content strategy

Classes Required:

• Communications and Content Marketing
• Media and Integrated Marketing
• Two other electives of your choice

Executive Content Marketing Lead, Facebook
Senior Director of Content Marketing, Abbot
Director of Content, Nielsen
Website Content Administrator, HealthPlus
Manager of Social Content, Digitas

IMC Alumni Utilizing This Specialization:

www.medill.northwestern.edu/imc/
Great content is what separates a brand from its competitors. And the key to great content is providing value to a consumer. Putting the consumer first and at the forefront of everything you do as a brand was the single most important thing I learned from my time at Medill.

Kaylee Pohlmeyer (IMC13)  
Marketing Communications Planner, General Mills

The content focus in IMC provides a way to think about an organization’s goals and audiences and how to grow those goals and audiences through content marketing.

Candy Lee  
Professor

The IMC philosophy taught me the ‘audience-first’ approach. From a production management and creative position, it has helped me tremendously as I work with our editorial staff to expand our readers’ experience with our magazines into digital applications, including video and mobile.

Grant Jones (IMC14)  
Executive Producer, Condé Nast
Brand Strategy

As the inventor of the IMC graduate degree, Medill has long been the leader in brand marketing strategy. For students interested in identifying strategic opportunities and shaping brand perceptions, this specialization focuses on managing brand communications and making key decisions in a complex media environment.

Ideal For Those Interested In:

• Brand awareness and messaging
• Engaging consumers
• Finding consumer insights

Classes Required:

• Brand Communications Decisions
• Media Economics and Technology
• Two other electives of your choice

Ideal For Those Interested In:

In brand strategy, we don’t persuade. Our students learn the customer is all powerful. Graduates conduct brand communications to serve the customer’s needs.

- John Greening, Associate Professor

IMC Alumni Utilizing This Specialization:

Brand Manager, Walt Disney Studios Motion Pictures
Senior Director of Marketing Communications, Gap
Senior Marketing Manager, Microsoft
Director of Global Marketing, Interbrand
Senior Director of Customer Engagement, Walmart

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www.medill.northwestern.edu/imc/
“The Medill IMC program prepared me for my career by giving me real client experience right from the get-go. I valued these professors that brought in outside marketers and gave us real projects to work on.”

Zach Graham (IMC07)
VP, Digital Strategy Director, EnergyBBDO

“Brand communications strategy is the essence of what we teach in Medill IMC. It starts with consumer understanding and a brand’s ability to effectively connect with their stakeholders. If a brand isn’t communicating, it doesn’t exist.”

Marty Kohr
Lecturer

“The curriculum of Medill IMC is perfectly applied to my current role – I’m in charge of the entire marketing department here, including campaigns, sponsorships and social media. I felt I came to class every day knowing what I was learning was going to help me in my future career.”

Emily Allard (IMC14)
Manager of Marketing, National Fastpitch Coaches Association