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 commerce, and frontiers where others see borders, you might just see us as your home. Welcome.

Northwestern | MEDILL
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 marketing 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, Integrated Marketing Communications
Hamad bin Khalifa Al-Thani Professor of Integrated Marketing Communications
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 strategies 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 two years, IMC students have represented 33 states domestically and 31 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, Paris, San Francisco and New York City.
IMC’s innovative program combines marketing and communications and focuses its curriculum on areas such as branding, digital and interactive marketing, marketing analytics, direct and database marketing, strategic communications, advertising, content marketing and more. With a range of topics for study and research available, students can tailor their education to their specific needs and interests.

**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 core 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.

**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 the elective courses available.)

MEDIA ECONOMICS AND TECHNOLOGY
SHOPPER MARKETING
DATA MANAGEMENT
STRATEGIC PLANNING IN AN E-COMMERCE ENVIRONMENT
DIGITAL ANALYTICS
DIGITAL, SOCIAL AND MOBILE MARKETING
INTERNAL COMMUNICATIONS
ANALYTIC TECHNIQUES
BRAND COMMUNICATION DECISIONS
CRISIS COMMUNICATIONS
The full-time IMC program is tailored to launch your career in the marketing field with an intense five-quarter program that prepares you to solve the marketing problems in 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 the Northwestern University 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 six specializations to customize their experience to match career goals and interests.
We, Medill IMC, represent much more than traditional marketing communications. Since 1991, we have developed a philosophy, a way of innovative thinking and a unique approach to marketing communications that adapts to a constantly changing environment. We are an intimate and a one-of-a-kind community at Northwestern.

We are diverse. Students come to Medill with different ambitions, skills and experiences, representing an array of fascinating cultural backgrounds. Whether they studied communications, advertising, journalism, business, liberal arts or economics, students join us with enthusiasm and a commitment to make a difference.

We are dynamic. We operate at the intersection of art and science, analytics and creativity, strategy and real-time digital intelligence. We provide a balanced academic experience for students to learn not only from the academic thought leaders but also the top industry experts from a broad array of companies.

We are global. We have partner schools in Beijing, Hong Kong, Singapore and Paris. The academic program provides both short-term and long-term study abroad opportunities in London and Paris.

We are Innovative. Our curriculum is constantly changing and expanding domestically and internationally. It is designed to enable and inspire students to create the future concepts, practices and technologies of marketing communications.”

JENNA MASSEY
ASSISTANT PROFESSOR & DIRECTOR OF FULL-TIME IMC GRADUATE PROGRAM
Full-time students have the opportunity to focus on academic specializations. To complete a specialization, students take two required courses (listed below) and at least two electives applicable to that specialization. Specializations are optional and students can take as many as three.

In addition to the six academic specializations, Medill offers IMC students the opportunity to participate in the Spiegel Research Fellow program with The Spiegel Digital and Database Research Center. This program has limited enrollment and students must apply for acceptance while at Medill.

**BRAND STRATEGY**
- Brand Communication Decisions
- Media Economics and Technology

**DIGITAL AND INTERACTIVE MARKETING**
- Digital, Social and Mobile Marketing
- Social Media

**MARKETING ANALYTICS**
- Analytic Techniques
- Data Management

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

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

**MEDIA STRATEGY**
- Media Economics and Technology
- Leading Media Organizations
IMMERSION QUARTER

The IMC full-time program offers a unique course that combines classroom learning with on-site immersion in top companies to work on real-world consulting projects. Students work in teams to 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 Mondelez, Optum/UnitedHealthcare, P&G, Arc/Leo Burnett, GE, Goodby Silverstein & Partners, Salesforce, Google, HP, Starcom Mediavest, Ingenico Global Collect (Amsterdam), The Marketing Store, USAA, Colgate-Palmolive, ZenithOptimedia and Discover Financial Services.
IMC INCUBATOR
IMCI provides a platform for students to practice what they have learned in the classroom and apply their skills in promoting the IMC program to internal and external audiences. Activities consist of marketing research, strategic planning, data analysis, digital analytics and content production.

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.

MEDILL ASIAN STUDENT ASSOCIATION
MASA helps people from all walks of life better understand the Asian economy and culture.

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.

SOCIAL COMMITTEE
The Social Committee gives students the chance to socialize and interact with classmates at various events in Evanston and Chicago.
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.

STUDENT LEADERSHIP COMMITTEE
SLC works with IMC administration on projects important to the student experience at Medill.

CAUSE MARKETING INITIATIVE
CMI provides pro bono marketing communications support for nonprofits that enables them to further their community reach and social impact.

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.
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 become part of a network of high-caliber marketing professionals in the Chicago area and connect with a strong community of talented alumni.

Classes are held in the evenings at Medill’s downtown Chicago location at 303 E. Wacker Drive. Each class is held once a week. Students usually take two classes per quarter and complete the program in just over two years. Completion requires 15 courses, including five required courses and ten electives. Many other personal and professional brand-building opportunities exist, including a Global Perspectives trip to Asia.
The IMC online program is tailored for working professionals around the world through various interactive formats. The program allows students to work at their own pace by taking one or two courses at a time. Class sizes are small, and 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 those of the full- and part-time programs. IMC online is our master’s program delivered online; not a traditional online program. Completion of the degree requires 13 courses, including five required courses and eight electives.
OUR ALUMNI

Across the globe, our alumni can be found in a variety of industries and companies. The Northwestern community is known worldwide for its tradition of excellence and loyal alumni network. When you take a Northwestern Direction, 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 (IMC03)
Lecturer and Director of Corporate Outreach, Medill IMC in San Francisco
Formerly Global Media, Marketing, Brand Strategy, Twitter

"We live in an era where the customer expects excellence and how we as marketers approach that excellence is the core of the IMC way of thinking."

CHRISTIANA STEWART (IMC15)
Analyst, Walgreens

"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 (IMC03)
Vice President, Customer Intelligence Director, FCB
There are a lot of great creative ideas out there. IMC gives you the chops to know which one might actually work.”

**COLIN HOOVER (IMC13)**
Strategy and Insights, GSD&M

IMC teaches you to put the customer at the core of everything you think and do as a marketer and gives you a very strong foundation with theoretical and practical experiences that will help you succeed in any role post IMC.”

**UTTARA GUPTA (IMC14)**
APAC Product Marketing Manager, Mobile, Google

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 (IMC06)**
Director of Global Marketing and Communications, Interbrand

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 (IMC97)**
Marketing Director, Pfizer Consumer Healthcare
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.
THE SPIEGEL DIGITAL AND DATABASE 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.

APPLIED NEUROMARKETING CONSORTIUM
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 Consortium 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 an understanding of 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.
MICHELLE WEINBERGER, Ph.D.
ASSOCIATE PROFESSOR

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.

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.

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

EDWARD MALTHOUSE, Ph.D. PROFESSOR

TEACHES:
- Statistics and Marketing Research
- Data Management
- Segmentation & 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 Spiegel Research Center.

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.
KALYAN RAMAN, Ph.D.
PROFESSOR

TEACHES:
• Marketing Research
• Advanced Marketing Models

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.

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.

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

TOm COLLINGER
ASSOCIATE PROFESSOR, EXECUTIVE DIRECTOR OF MEDILL IMC SPIEGEL DIGITAL & DATABASE RESEARCH CENTER, SENIOR DIRECTOR OF MEDILL DISTANCE LEARNING INITIATIVE

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.

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 and formerly served as a senior vice president of Leo Burnett Company and 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.
ERNEST DUPLESSIS  
ASSISTANT PROFESSOR

TEACHES:
• Intro to Strategic Communications
• Internal 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.

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

“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.”
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.”

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 Energy BBDO, and most recently through teaching research and global consulting.

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.
Jonathan Copulsky
Adjunct Lecturer

Teaches:
• Brand Communication Decisions
• Customer Value Innovation

Background:
Copulsky serves as the chief marketing officer for Deloitte Consulting, responsible for building the brand and helping to create iconic visualizations of what the brand stands for. As an adjunct lecturer at Medill, Copulsky teaches Customer Value Innovation and Brand Communication Decisions where he helps students approach problems through frameworks.

Outside of his work, Copulsky serves on the board of WBEZ, Chicago’s NPR affiliate. “A number of IMC students this summer had the opportunity for the Immersion Quarter program to do an absolutely fabulous job for the station, which made me proud to be affiliated with Medill and very proud to be affiliated with WBEZ,” Copulsky said.

"What I enjoy the most is the opportunity to work with students as we apply a structured way to think about problems. For those who take my classes, you’ll find a heavy emphasis on frameworks and how to think about problems whether they’re brand communications or innovation.”
We’re about ideas because that is what the business is. No matter what aspect of marketing you get into, it’s about ideas. The people who have the best ideas get ahead. I don’t mean just creative people, I mean everyone in every role.”

BOB SCARPELLI
ADJUNCT LECTURER

Teaches:
Building Brands with Big Creative Ideas

Background:
Scarpelli is the former chairman and chief creative officer of DDB Worldwide, one of the largest, most creative and influential advertising agency networks in the world with over 200 offices in more than 90 countries. While at DDB, he worked with clients such as McDonald’s, Anheuser-Busch, State Farm Insurance, Volkswagen, General Mills, Unilever, Johnson & Johnson, Capital One, Dell, Discover Card, Exxon Mobil and SC Johnson, among many others. He spent 35 of his 37-year career in advertising at DDB, beginning as a copywriter at DDB Chicago.

His course, Building Brands with Big Creative Ideas, co-taught with John Greening, focuses on relevant readings and real-world client projects. The curriculum highlights how the power of ideas is the fuel that drives all businesses.
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 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 topics, including job search strategies, resume and cover letter review, interview preparation and how to negotiate.
SAMPLE JOBS OF RECENT IMC FULL-TIME GRADUATES

Senior Planner
Performics

User Insight Analyst
Google

Strategist
Leo Burnett

Senior Manager
Salesforce

Digital Analyst
Microsoft

Manager
Ernst & Young

Associate Brand Manager
Pizza Hut

Senior Cross-Channel Analyst
Disney

Communications Specialist
FedEx Services

Planner
Energy BBDO

Measurement Lead, Marketing Science
Facebook

Digital Product Manager, Connected Car

Digital Analyst
Colgate-Palmolive

Digital Analyst
PepsiCo

Strategist
OMD

Audience Insights
The New York Times

Competitive Intelligence Consultant
Discover Financial

Strategy Analyst
American Airlines

Research Associate
Lieberman Research Worldwide

Content and Behavioral Associate
Morningstar

Sales Development Manager
Google

Data Analyst
Starcom Mediavest Group

Marketing Strategist
Jellyvision

Marketing Design Coordinator
Berkshire Hathaway

SAMPLE JOBS OF OTHER IMC ALUMNI

Director, Digital Analytics
Marriott International

Manager, Marketing Strategy
The Walt Disney Studios

Digital Marketing, Online Store
Apple

Executive Creative Director
Ogilvy

Director, International Communications & Media Relations
Boeing

Consumer Insight Specialist - Global Programs
BP

Sr. Marketing Analyst
Netflix

Director of Online Marketing
Staples

Operations & Logistics Manager
Uber

Global Culture and Communications Director
MediaCom

Global Strategy Leader
IBM

Creative Director, Global Promotions
Starbucks Coffee Company

Search Optimization Analyst
Adobe Systems
I know I can sell myself, but getting an advanced degree, especially from a school like Northwestern, got me the job interview.”

WILLIAM MATTIACE (IMC12)
Product Communications, Ford Motor Company
FINANCIAL AID
Graduate school is an academic and financial investment towards reaching your professional goals. Medill helps by providing merit and 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 application 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. Come see what you can accomplish when you take a Northwestern Direction.
CONTACT US

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