HOW TO APPLY
The IMC certificate program features five core courses in consumer insight, research and IMC strategy as well as a variety of electives that enable undergraduates to enhance their majors with a specialization in IMC. To apply, enrolled undergraduate students at Northwestern must fill out an application and fulfill the prerequisite requirements. Please visit www.medill.northwestern.edu or visit Fisk Hall, suite 100, for more information.

IMC UNDERGRADUATE CERTIFICATE PROGRAM

Do you ever wonder...

- What causes you to favor one company, brand or product over another?
- How a brand creates a buzz on social media?
- Why you trust some advertising but not all?
- How companies analyze the mountains of consumer data and information to discover the insights that best make these brand connections?
- And how they do it in all media, be it paid or unpaid, in an integrated way?

If these questions spark your interest, Medill’s Integrated Marketing Communications certificate program may be for you.
WHY IMC AT MEDILL
Integrated Marketing Communications (IMC) was developed at Medill, and we continue to lead innovation in the field. The certificate program for undergraduates focuses on effective marketing communications strategies and tactics for an increasingly digital media environment. If you’re interested in supporting your major with a specialty covering marketing, communications, advertising, digital strategy, social media, analytics, and more, the IMC program may be for you.

WHAT CAN I DO WITH THIS AFTER COLLEGE
IMC skills are transferrable in a career that requires effective communication using multiple formats in a strategic and creative way. Specifically, IMC-trained graduates go on to excel in job areas such as market and communications research, social media, public relations, corporate communications, advertising, media relations, crisis communications, website management, online marketing, database marketing, online brand building and account management, to name a few.

“At Medill IMC, we learn what’s happening in marketing and communications today, not yesterday. I will graduate from IMC with an understanding of the art and science behind marketing and communications and bring those competitive skills to my role as a communications specialist.”
Kimberly Lee
(BSJ13, IMC-Cert13)
WeChat US Marketing Communications Specialist at Tencent

“Interactions with top-industry professionals and a world-class faculty at Medill help IMC students understand the changing dynamics and challenges in today’s digital marketplace. No wonder that IMC students go on to become successful product managers, digital marketers, analytics specialists, content strategists, communications directors and even entrepreneurs!”
Vijay Viswanathan
Faculty