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.

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.
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 welcome 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 become 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 like Asia, London, San Francisco, and New York City.
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.

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.
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:

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<thead>
<tr>
<th>Media, Economics and Technology</th>
<th>Digital, Social and Mobile Marketing</th>
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<td>Shopper Marketing</td>
<td>Internal Communications</td>
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<td>Data Management</td>
<td>Analytics Techniques</td>
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<td>Strategic Planning for E-commerce</td>
<td>Brand Communication Decisions</td>
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<td>Digital Analytics</td>
<td>Crisis Management</td>
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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 fifteen 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.
Immersion Quarter

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 projects. Students help these companies create 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 fun 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, Mondeléz, Salesforce.com, Kellogg’s, Leo Burnett, The Marketing Store, and many others.
Specializations
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.

**Content Marketing**
- Communications and Content
- Marketing
- Media and Integrated Marketing.
- Two other electives

**Strategic Communications**
- Introduction to Strategic Communications
- Managing Integration
- Two other electives

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

**Marketing Analytics**
- Analytic Techniques
- Data Management
- Two other electives

**Digital and Interactive Marketing**
- Digital, Social and Mobile
- Marketing
- Social Media
- Two other electives

**Special Programs**
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.
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.
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.

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.

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 non-profits 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.

Medill Asian Student Association
MASA helps people from all walks of life better understand the Asian economy and culture.
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 at the corner of Clark and Adams Streets. 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 our full- and part-time programs. 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. And when you become part of the Northwestern University community, known worldwide for its tradition of excellence and loyal alumni network, you get access to leading professionals who share your passion and drive to achieve the incredible.

Jan Lin
Marketing Director
Pfizer Consumer Healthcare
IMC 1997

“My time during 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.”
“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  
IMC 2003

“I was at a point in my career where I had work experience but I needed that extra springboard to get ahead. The prestige, credibility and the skill set I took away from the program really put me into a more senior position than I would have otherwise gotten.”

Travis Stratford  
Partner  
Case  
IMC 1999
“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.”

**Kristen Reagan**  
*Director of Global Marketing*  
*Interbrand*  
*IMC 2006*

“The IMC program adapts very well to the digital and business landscapes. It felt like many of my classes were written within just a few months of when they were taught.”

**Grant Jones**  
*Supervising Producer, Creative*  
*Conde Nast*  
*IMC 2014*
“Unlike a business degree, IMC is all about understanding the consumer and applying the insights.”

Jeff Han  
Marketing General Manager  
Online Media Group, Tencent  
IMC 1997

“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, Europe  
IMC 2004
Our Medill IMC faculty represents the highest levels of accomplishment in scholarship, research, and professional experience. Faculty members are actively involved in mentoring students and conducting research. Current and recent research projects include consumer analytics, cultural norms, media allocation models, brand preferences, and online social communities. Two research groups of particular interest are:

**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 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.

**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.
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.

Professor Weinberger is trained in both quantitative and qualitative research methods. She is an expert in ethnography, 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.”

Teaches
Consumer insight
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 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. Ed has won teaching awards and been an invited visiting professor at universities in Asia and Europe.

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

Edward C. Malthouse, Ph.D.
Professor

“The Medill IMC program focuses on teaching strategy and analytics. This is a unique combination that is desirable to employers.”
Kalyan Raman, Ph.D.
Professor

“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.”

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, D.C.

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.Ds, 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
- Quantitative Marketing Analysis
- Statistics & Market Research
- Research II
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.

Teaches
Strategic Planning in an E-Commerce Environment
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 on-campus 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 in IMC, especially from a school like Northwestern got me the interview.””

William Mattiace
Product Communications
Ford Motor Company
IMC 2012
Sample Jobs of 2013 IMC Full-Time Graduates

Marketing Performance Analyst
SapientNitro

Senior Account Executive
Ogilvy & Mather

Marketing Research
Caterpillar

Internet Marketing Consultant
Rise Interactive

Motorola Program Manager
Wire Stone

Account Executive
Iris Worldwide

Marketing Coordinator
Google

Consumer Shopper Marketing Solutions Analyst
IRI

Product Marketing
Pizza Hut

Marketing Research Analyst
Cars.com

Strategic Planner
FCB

Marketing Comm. Planner
General Mills

Senior Analyst
OMD

Account Executive
Iris Worldwide

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

Global Brand Strategist
InterContinental Hotels & Resorts

Sample Jobs of Other IMC Alumni

Manager, Marketing Strategy
The Walt Disney Studios

Principal and US Region Marketing Leader
Mercer

Business Development
Invictus Digital Marketing

Director of Online Marketing and communications
Navigant

Head of Global Digital Marketing and Web
Hewlett-Packard

VP of Consumer Insights
Wolters Kluwer

Director of Online Marketing
Staples

Direct Marketing Analyst
Walgreens

Sr. Marketing Manager, Strategy and Analytics
Microsoft

Social Media Strategist
IBM

Marketing Director
Cox Communications

Head of Platform Marketing, Agency/Advertiser
Google

Search Optimization Analyst
Adobe Systems

Managing Partner, Communications Planning
MediaCom

Marketing Communications Manager
Hyatt
“We’re re-inventing marketing communications at IMC. We’re building the future every day in every class just as we have been doing for the past quarter century. We need leaders, thinkers, doers— people who want to have a say in what their marketplace and workplace will be like going forward. Join us and help us build the future of the marketing communications systems you’ll be managing after your graduation. I can assure you it will be challenging, rewarding and fun.”

Don E. Schultz
Professor Emeritus-in-Service
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 student loans, based on eligibility and financial needs.

Admissions
No matter the stage of career or life you’re 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 the Medill Admissions Department.

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.
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