

FALL 1ST QUARTER

CORE CLASSES

- IMC 450-0 Marketing Finance • IMC 451-0 Statistics & Market Research I
- IMC 452-0 Marketing Management • IMC 455-0 Consumer Insight

WINTER 2ND QUARTER

CORE CLASSES

- IMC 451-1 Statistics & Market Research 2
- IMC 454-0 Communication Skills & Persuasive Messages
- IMC 460-0 IMC Strategic Process
- IMC 461-0 Media Economics & Technology

Begins in Winter Quarter

MEDIA MANAGEMENT

- MEDM 432-0 Understanding the Media & its Content

Select concentration in Spring Quarter

SPRING 3RD QUARTER

CORE CLASSES

- IMC 457-0 IMC Implementation: Managing Integration
- IMC 459-0 IMC Law, Policy & Ethics

BRAND & ADVERTISING STRATEGY

- IMC 462-0 Marketing Mix Analysis & Planning
- IMC 463-0 Brand & Advertising Solutions
- IMC 490-0 Customer Value Innovation

CORPORATE COMMUNICATIONS & PUBLIC RELATIONS

- IMC 472-0 Marketing Public Relations
- IMC 498-0 Public Policy: Communication and Persuasion
- IMC 490 Internal Marketing Communications

DIRECT & INTERACTIVE

- IMC 482-0 Direct & Interactive Marketing
- IMC 485-0 Customer Loyalty
- IMC 486-0 Segmentation & Lifetime Value

MARKETING ANALYTICS

- IMC 462-0 Marketing Mix Analysis & Planning
- IMC 482-0 Direct & Interactive Marketing
- IMC 498-0 Probabilistic Models in IMC
- IMC 486-0 Segmentation & Lifetime Value

- IMC 433 Media and Integrated Marketing (KGSM)
- JOUR 405-2 Building Networked Audiences

SUMMER 4TH QUARTER

Team residency projects • Global Perspectives Class Trip

FALL 5TH QUARTER

CORE CLASSES

- IMC 459-0 IMC Law, Policy Ethics
- IMC 457-0 IMC Implementation: Managing Integration

- IMC 464-0 Intuitive Marketer
- IMC 466-0 Global Perspectives
- IMC 465-0 Building Brand Equity
- IMC 485-0 Customer Loyalty
- IMC 498-0 Advanced IMC
- IMC 490-0 Shopper/Retail Marketing
- IMC 490-0 Media Decisions

- IMC 473-0 Investor Relations Management
- IMC 475-0 Crisis Communications

- IMC 442-0 Strategic Planning in an Ecommerce Environment
- IMC 482-0 Direct & Interactive Marketing
- IMC 485-0 Customer Loyalty
- IMC 498-0 Marketing Measurement

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- IMC 431 Entertainment Marketing
- IMC 490-0 Leading Media Organizations
- IMC 490-0 Media Decisions