

Application Instructions: Master's in Integrated Marketing Communications (IMC) Professional Program

Note: Northwestern Medill is working with prospective IMC Professional students in response to the COVID-19 pandemic. Your health and well-being, along with that of the Medill community, are our top priority. If due to COVID-19 restrictions you are unable to take the GRE/GMAT and/or TOEFL/IELTS, please reach out to Assistant Director Ryan Hays at ryan.hays@northwestern.edu for information on waiver options.

Deadlines

The application deadline to start the IMC Professional master's program in Fall 2020 is **August 1, 2020**. Applicants who submit completed applications by the August 1 deadline will receive an admissions decision by August 18. We also offer an early decision deadline of **May 1** for applicants who need an expedited decision; applicants who submit a completed application by May 1 will receive an admissions decision by May 18. Completed applications must include all transcripts, test scores, letters of recommendation and required essays. Incomplete applications are not reviewed for an admissions decision. Late applications will be reviewed on a case-by-case basis once all the application materials have been received in our office.

Application Requirements

1. Bachelor's Degree

You must have a four-year bachelor's degree.

2. Academic Transcripts

When you apply, you must submit academic transcripts from all colleges and universities you have attended. You are not required to submit a transcript for non-degree course work for certificates or MOOCs. Please list non-degree coursework on your resume. If you have transfer credit for three or more courses, you must submit a transcript from the original grade-granting institution even if the transfer credit appears on your home institution transcript. For application review, you can submit either official or unofficial transcripts.

You can upload unofficial transcripts in the "Academic Experience" section of the application. Please make sure that uploaded unofficial transcripts are complete and legible; if they are not, the processing of your application could be delayed. If the size of your unofficial transcript file is too large to upload directly into the system, please email your transcript to the email address provided below.

You can also send official transcripts via secure e-transcript provider to MedillGraduateAdmissions@northwestern.edu or via mail directly from the institution to:

Medill Office of Graduate Admissions and Financial Aid
Northwestern University
1845 Sheridan Road
Suite 104
Evanston, IL 60208-2101

If you are admitted, you will be required to submit **official and final** copies of all of your transcripts 30 days prior to enrollment, including your final undergraduate transcript with proof of your degree and the date it was conferred. Medill reserves the right to withdraw an admission offer if we do not receive these official transcripts by this deadline. It is your responsibility to request an official transcript from the registrar of each institution and to ensure transcripts are sent to Medill.

Applicants with international transcripts must provide an English translation if the transcripts were not originally issued in English. To expedite the application review process, we strongly suggest that applicants with international transcripts submit an independent course-by-course credential evaluation and degree verification from a NACES provider (see www.naces.org for a list) at the time they submit their application. This will allow the admissions committee to have an accurate assessment of your academic history.

Admitted students with an international transcript must submit an independent course-by-course credential evaluation and degree verification from a NACES provider (see www.naces.org for a list) and an official English translation of the transcript (if they were not originally issued in English). If you did not already provide these with your application, the credential evaluation and degree evaluation form is due 30 days prior to enrollment.

Please note: The Northwestern University Medill Graduate Admissions and Financial Aid Office is a separate office from Northwestern University's The Graduate School. Transcripts must be routed directly to the Medill's Office Graduate Admissions and Financial Aid.

3. Admissions Interview

All IMC Professional applicants are required to participate in an admission interview. You can [schedule an interview](#) at any time during the application process. However, we highly encourage you to schedule your interview prior to submitting your application. Interviews can be held in-person at both our downtown Chicago and Evanston campuses or in select cities that our admissions officers visit. You may also opt to meet virtually and conduct your interview via Skype. If none of the listed interview times are convenient for you or if no interview slots are currently posted, please contact [Ryan Hays](mailto:ryan.hays@northwestern.edu) at ryan.hays@northwestern.edu to schedule one.

4. GRE or GMAT Test Scores (waiver available)

Medill requires **GRE** or **GMAT** scores. The test must have been taken within five years of your application submission date.

Medill allows you the option to self-report your test scores, with percentages, on your application. Once you submit your application, we will review these unofficial scores along with the rest of your file. If we decide to offer you admission based on these unofficial scores, it will be on the condition that you send us your official scores at least 30 days prior to enrollment.

The official copy of the test scores should be sent directly to Medill from ETS or GMAC. Our GRE code is 1699. Our GMAT code is 6WZ-XH-66. Allow four weeks for our office to receive your scores.

You may request a waiver of the GRE and GMAT requirement if:

- You are unable to take the GRE/GMAT test due to COVID-19 restrictions
- You have a final, cumulative undergraduate GPA of 3.5 or above on a 4.0 scale;
- You have earned a master's or doctorate degree;
- You have 5 or more years of relevant full-time professional work experience;
- You are a Northwestern University degree-holding alumnus/a.

If you are requesting a waiver based on any of the above criteria, you should check the GRE/GMAT waiver box in the Test Information section of the application. If you request a waiver based on work experience, you are required to submit a written waiver request with your current resume and undergraduate transcript to MedillGraduateAdmissions@northwestern.edu for approval.

Please note, if you request a waiver, we may still require that you take the GRE or GMAT if we think it will allow us to give better consideration to your application.

If you would like verification of your waiver prior to submitting your application, you may email MedillGraduateAdmissions@northwestern.edu. Please attach relevant documents to your email request (e.g. resume, undergraduate and/or graduate transcripts).

If we approve your request, you can view the waiver approval by logging into your online application portal.

Please email MedillGraduateAdmissions@northwestern.edu if you have questions about your eligibility for a waiver.

5. TOEFL or IELTS Test Scores for International Applicants (waiver available)

If you are an international student who earned an undergraduate degree at a college or university where the primary language of instruction was not English, submit **TOEFL** (Test of English as a Foreign Language) or **IELTS** (International English Language Testing System) scores. The TOEFL or IELTS must have been taken within two years of your application submission date. Send TOEFL scores to Medill using code 1699-18. The IELTS test must be the Academic version. If you are submitting IELTS scores you can provide their TRF number on your application instead of sending an official report.

If you earned your entire bachelor's degree from a non-U.S. institution where the language of instruction was English, you do not need to submit TOEFL or IELTS scores. Instead, please check the appropriate box requesting a waiver from this requirement. You will also need to provide official documentation from your college or university that the primary language of instruction was English.

If you completed your bachelor's degree at an institution (U.S. or non-U.S.) where the language of instruction was English, but you did not study at this institution for all four years of your degree, you will need to submit TOEFL or IELTS scores to complete your application.

Medill allows you the option to self-report your test scores in your application. Once you submit your application, we will review these unofficial scores along with the rest of your file. If we decide to offer you admission based on these unofficial scores, it will be on the condition that you send us your official scores at least 30 days prior to enrollment.

6. Resume

Submit your current resume, which should highlight your professional and academic experiences, including non-degree course work and MOOCs.

7. Essays

Please upload a Professional Essay as described in the “IMC Essays” section of the application:

Professional Statement: Please describe your interest in Medill's Integrated Marketing Communications Professional program in 1,250 words or fewer. Be sure to address the following questions:

1. If you had to explain to someone what Integrated Marketing Communications (IMC) means, how would you describe it?
2. What experiences in your life have led you to pursue a graduate degree? What is it about Medill's IMC graduate program that particularly attracts you?
3. What professional experiences and values will help you co-create an enriching learning experience with your classmates and faculty in the IMC program?
4. Pursuing a Northwestern University Medill IMC degree is a catalyst for professional growth. How will this program help you to achieve your future professional goals?
5. Describe one setback you faced in your professional life (for example, in a job or class). How did you respond and what did you learn from the experience?

Diversity Statement (optional): If you wish, you can provide a statement of 300 words or fewer describing how your background and identities would contribute to the diversity of our class.

Additional Information (optional): If there is anything in your application that you would like to address (e.g., GRE or GMAT scores, GPA, lack of marketing or other work experience) or any additional information you would like to include, please do so here in 300 words or fewer.

8. Recommendations

Medill requires two letters of recommendation for applicants to our graduate programs. You may submit a third recommendation if you wish. Recommendations should be from someone who can assess your academic and professional abilities (e.g., employers, supervisors, current or former professors). Recommendations from family members or from friends who do not have direct experience with your professional or academic work will not be accepted. Enter your recommenders' contact information in the online application. The system will then email your recommenders instructions on how to submit their letters online. You are responsible for reminding recommenders to submit their letters through the online system by the deadline. If your recommender has trouble submitting their letter, please contact MedillGraduateAdmissions@northwestern.edu. Please note: We cannot accept letters of recommendation submitted by applicants; they must come directly from the recommender.

9. Application Fee

There is a \$100 non-refundable application fee. You may pay this online by credit card or indicate that you will be paying by check. If paying by check, please include the payment voucher that you can print from your online application and mail your payment to the:

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Northwestern University
1845 Sheridan Road

Suite 104
Evanston, IL 60208-2101

If you are a current or former member of the U.S. Armed Forces, AmeriCorps, Teach for America or the Peace Corps, you may request a fee waiver by sending an email to Director of Graduate Admissions and Financial Aid [Julie Collins](mailto:collinsj@northwestern.edu) at collinsj@northwestern.edu prior to submitting your application.

We also offer a limited number of application fee waivers based on financial need; requests of this nature must be requested in writing prior to submitting your application. Send your request to Director [Julie Collins](mailto:collinsj@northwestern.edu) at collinsj@northwestern.edu.

Financial Aid and Scholarships

Financial aid available to IMC Professional students includes a small number of scholarships, private loans and, for U.S. citizens and permanent residents, federal student loans. Additional information can be found at <https://medill.northwestern.edu/imc/professional/financial-aid/index.html>

Mailing Application Materials

Send materials that cannot be uploaded or entered into your online application account to:

Medill Office of Graduate Admissions and Financial Aid
Northwestern University
1845 Sheridan Road
Suite 104
Evanston, IL 60208-2101

Please note that application materials become property of Northwestern University and will not be returned. Remember to retain a personal copy of your application. You can also email materials to MedillGraduateAdmissions@northwestern.edu.

Medill reserves the right to revoke admission if new information is obtained that would warrant such action.

In exceptional circumstances, Medill reserves the right, at its sole discretion, to waive any documentation normally required for admission. Medill also reserves the right to admit or deny admission whenever it believes that it has sufficient evidence to do so.

Northwestern University reserves the right to change without notice any statement in this application or instructions concerning, but not limited to, rules, policies, tuition, fees, curricula and courses.

Northwestern University does not discriminate or permit discrimination by any member of its community against any individual on the basis of race, color, religion, national origin, sex, sexual orientation, parental status, marital status, age, disability, citizenship or veteran status in matters of admission, employment, housing, or services or in the educational programs or activities it operates.

Harassment, whether verbal, physical, or visual, that is based on any of these characteristics is a form of discrimination. This includes harassing conduct affecting tangible job benefits, interfering unreasonably with an individual's academic or work performance, or creating what a reasonable person would sense is an intimidating, hostile or offensive environment.

While Northwestern University is committed to the principles of free inquiry and free expression, discrimination and harassment identified in this policy are neither legally protected expression nor the proper exercise of academic freedom.

For advice or assistance regarding this policy, see www.northwestern.edu/provost/policies/civility-and-campus-safety/index.html.

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