

## **IMC Undergraduate Certificate Program Statement**

The IMC Certificate Program is ideal for those students who view marketing and marketing communications as an enhancement of their major, while preparing for a challenging career or for graduate studies.

Our program differs from other undergraduate marketing or advertising programs that may be more tactical, and prepare students for specific entry-level jobs. Rather, the certificate program focuses on the development of critical thought and problem solving skills, within a marketing context. These skills, however, are fully transferable to any career that requires strategic and creative communications, using multiple formats or platforms. These skills also provide a foundation necessary for successful graduate studies in the diverse areas of IMC, business, technology and law.

The certificate program requires the completion five courses. The core courses explore consumer behavior, research methods and analysis, and the construction of strategies designed to solve specific marketing problems. Together, these three courses provide a solid foundation in the principles of IMC. Students then select two elective courses from a range of topics that may be of more individual interest. These courses cover strategic communications, digital strategies, social media, law, analytics and more.

Students wishing to pursue careers in areas such as IMC, statistics, data analytics or digital communications should explore the Masters in Integrated Marketing Communications program here at Northwestern. The Masters program provides a far deeper focus on connecting consumer understanding to effective brand communications across multiple platforms. The masters program builds on the critical thought and strategic problem solving skills acquired in the certificate program, by stressing more substantial skills in the areas of consumer understanding, marketing measurement and data analytics, digital communications and the use of technology.

Certificate students enrolling in the masters program within three years will complete the degree in four quarters, rather than the usual five quarters. The application fee and GRE/GMAT testing will be waived.