INTEGRATED MARKETING COMMUNICATION (BS)

Program Director: John S. Dahlberg, PhD

Introduction

The Marketing & Information Systems and Communication Studies departments have pooled their energies and experience to develop the Bachelor of Science degree in Integrated Marketing Communication. This interdisciplinary program will provide students with the skills and knowledge that are requisite to the success of every for profit and not-for-profit company and corporation: an integrated approach to marketing communication. It gives students a blend of coursework in advertising; communication; consumer behavior; marketing; media (including traditional ATL, BTL and digital and social); promotions; public relations; social and digital media and marketing; research and sales. It will prepare graduates for careers in advertising, marketing, media (both traditional and online media), promotions, public relations, sales and a range of opportunities in reputation and community management (in social networks such as Facebook, Twitter, Instagram, Tumblr and more). It will prepare some for the application of these skills and tactics, while it prepares others for the strategic management of these functions. The corporate world sees these skills as overlapping and integrated. We have long advocated that it is proper to pedagogically deliver them in that way.

The value of this program comes in a relatively rare and novel approach to removing, heretofore, artificial barriers between schools of marketing and communication. All of the faculty, who will be involved, understand the interrelated nature of these various disciplines. Among the faculty who will teach in this program are individuals with considerable applied/practitioner experience in marketing communication. They understand the importance of collaboration between marketing professionals, consumer research specialists, communication professionals, media experts, creative consultants and more. This is the common experience of those in the industry. For a more detailed description of the program, faculty, facilities, academic and co-curricular opportunities please go to the Communications Studies website (https://www.canisius.edu/academics/programs/communication-studies).

Qualifications

Majors must have a cumulative GPA of at least 2.0, a minimum grade of C- in all communication courses, and a minimum overall average of 2.0 in all major coursework. Performance of majors is subject to review relative to their continuation in the program.

Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Integrated Marketing Communication majors are assigned an advisor at the beginning of their freshman year. If you are a transfer into the Integrated Marketing Communication major or you do not have an advisor, please contact the Communication Studies departmental office at 716-888-2115 so that an advisor can be assigned.

Major Experiences

Internships

Internships (COM 488, COM 498, or MKT 496) awarding up to a maximum of 12 credit hours may be earned by qualified Integrated Marketing Communication Studies majors at approved locations in Buffalo or other cities. The internships are individually arranged, require department approval and are available only to junior or senior candidates with a cumulative GPA of at least 2.5 and an Integrated Marketing Communication average of at least 2.7. Students are encouraged to plan early to do internships during their junior and senior years. Interested majors should consult with their advisor or see the department chair for more information.

Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. The decision may be based on career goals or planned graduate studies. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in some cases additional course work may be required. In order to declare a double major, the student must complete the appropriate double major request form and get the signature of each department chairperson and the appropriate associate dean. Please note that students will receive only one degree, regardless of the number of majors they complete.

Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. The minors page (http://catalog.canisius.edu/undergraduate/minors) provides a complete list of minors and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

Curriculum

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All undergraduate students must complete either the Canisius Core Curriculum (http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum) or the All-College Honors Curriculum (http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program). Many schools refer to their college-wide undergraduate requirements as “general education” requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

Free Electives

Students may graduate with more but not less than 120 credit hours. Free electives are courses in addition to the Core Curriculum or Honors Curriculum and major requirements sufficient to reach the minimum of 120 credit hours required for graduation.
Major Requirements

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 211</td>
<td>Introduction to Integrated Marketing</td>
<td>3</td>
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<tr>
<td></td>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 320</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>DMA 201</td>
<td>Introduction to Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MKT 371</td>
<td>SpecTop in DM: Mkt Data Analyti</td>
<td>3</td>
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<tr>
<td>MKT 350</td>
<td>Digital Marketing</td>
<td>3</td>
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<td>MKT 370</td>
<td>Special Topics in Digital Marketing and Social Media</td>
<td>3</td>
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<tr>
<td>MKT 397</td>
<td>Search Marketing: SEO &amp; PPC</td>
<td>3</td>
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Select 4 of the following tactical Integrated Marketing Communication electives: 12

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process</td>
<td></td>
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<td>COM 320</td>
<td>Advertising Writing</td>
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<td>COM 330</td>
<td>Public Relations Writing</td>
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<td>COM 411</td>
<td>Advertising Campaigns</td>
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<td>COM 412</td>
<td>Public Relations Case Studies</td>
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<td>DMA 342</td>
<td>Introduction to Web Design</td>
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<td>DMA 393</td>
<td>Advertising Design</td>
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<tr>
<td>COM 308</td>
<td>Social Media Effects</td>
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<td>COM 353</td>
<td>Advertising Account Strategies</td>
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<td>COM 488</td>
<td>Internship I Seminar</td>
<td>3-9</td>
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<tr>
<td>or COM 478</td>
<td>Capstone Project</td>
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<tr>
<td>or MKT 496</td>
<td>Marketing Internship</td>
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Total Credits 45-51

Student Learning Goal 1

Students will demonstrate an understanding of the theory and application of principles of:

- **Objective A**: How the various functions of marketing, advertising, public relations, and media (both traditional and digital) interrelate.
- **Objective B**: How best practices of these functions can be selected and applied to help achieve marketing and marketing communication goals.
- **Objective C**: How to evaluate the success of those applications.

Student Learning Goal 2

Students will demonstrate an understanding of strategic planning for integrated marketing communication including:

- **Objective A**: how to conduct and interpret basic primary and secondary market research
- **Objective B**: how to manipulate and explain simple data analytics involved in the integrated marketing communication environment.
- **Objective C**: how to use research to develop/create a workable integrated marketing communication plan.

Student Learning Goal 3

Students will demonstrate an understanding of the tactical skills necessary to implement an integrated marketing communication plan including:

- **Objective A**: how to identify and understand a primary and secondary target market.
- **Objective B**: how to create messages, both visual and verbal, traditional and digital, that will effectively promote a brand to a target market.
- **Objective C**: how to evaluate the effectiveness of an integrated tactical plan.

Roadmap

Freshman

**Fall**
- COM 211
- DMA 201

**Spring**
- COM 312
- MKT 201

Sophomore

**Fall**
- MKT 320
- MKT 397

**Spring**
- COM 311
- MKT 350

Junior

**Fall**
- MKT 371
- IMC Elective

**Spring**
- MKT 370
- IMC Elective

Senior

**Fall**
- IMC Elective

**Spring**
- COM 478 (or internship)

- IMC Elective

Learning Goals & Objectives

The following learning goals and objectives apply to all Integrated Marketing Communication Studies majors.