INTEGRATED MARKETING COMMUNICATION (BS)

Program Director: Ian Gattie

Introduction

The Marketing and Communication departments have combined their expertise to develop the Bachelor of Science degree in Integrated Marketing Communication. This interdisciplinary program equips students with the skills and knowledge essential to the success of every for-profit and nonprofit organization: an integrated approach to marketing communication.

The program offers a comprehensive blend of coursework in advertising, communication, consumer behavior, marketing, media (including traditional above-the-line, below-the-line, digital, and social media), promotions, public relations, sales, and research. Students will be prepared for careers in advertising, marketing, media (traditional and digital), public relations, promotions, sales, and reputation and community management on platforms such as Facebook, X (formerly Twitter), Instagram, TikTok, and more.

Students will gain hands-on experience in applying marketing communication tactics and will also be prepared to strategically manage these functions. The corporate world increasingly views these areas as overlapping and integrated—an approach we have long believed should be reflected in academic instruction.

What sets this program apart is its rare and forward-thinking effort to break down the traditional silos between marketing and communication disciplines. The faculty involved understand the interconnected nature of these fields. Many bring significant industry experience, with backgrounds in marketing communication, consumer research, digital strategy, media planning, creative direction, and more. Their real-world perspective emphasizes the importance of collaboration across these roles—a reflection of how integrated teams operate in today's marketplace.

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 departmental office at 716-888-2115 so that an advisor can be assigned.

Major Experiences

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 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. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per university policy, each additional major requires a minimum of 15 credits that do not apply to the student's first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases, additional coursework may be required. Please note that students will only receive **one** degree unless completing the dual degree (https://catalog.canisius.edu/undergraduate/academics/curricular-information/) requirement, including at least 150 undergraduate credit hours, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

Students interested in declaring double majors within the Department of Communication (Communication Studies (https://catalog.canisius.edu/undergraduate/division-business-communication-health-studies/school-communication-marketing-media/communication-studies/), Digital Media Arts (https://catalog.canisius.edu/undergraduate/division-business-communication-health-studies/school-communication-marketing-media/digital-media-arts/), Integrated Marketing Communication (p. 1), or Journalism (https://catalog.canisius.edu/undergraduate/division-business-communication-health-studies/school-communication-marketing-media/journalism/)) will be allowed to share a maximum of 9 credits between the two majors. This requires 24 distinct credits for communication studies, 27 distinct credits for digital media arts, 36 distinct credits for integrated marketing communication, and 24 distinct credits for journalism. Additionally, for students with a double major outside the Department of Communication, students may double count up to 9 credit hours of electives between the two majors. Please note, however, that the second major may not necessarily allow double counting of credits. For more information, please contact the department chair.

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. To receive a minor, the student must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17) and in the catalog (https://catalog.canisius.edu/undergraduate/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 (https://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum/) or the All-College Honors Curriculum (https://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 a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

Major Requirements

Code	Title	Credits
COM 211	Introduction to Integrated Marketing Communication	3
COM 311	Principles of Advertising and Mass Media	3
COM 312	Public Relations: Principles and Practices	3
COM 354	Influence and Influencers: Persuasion Theory and Practices	3
MKT 201	Principles of Marketing	3
MKT 320	Consumer Behavior	3
DMA 201	Introduction to Digital Media	3
MKT 371	Digital Marketing Analytics	3
MKT 350	Intro Digital Marketing	3
MKT 370	Social Media Marketing	3
MKT 397	Search Marketing: SEO & PPC	3
Select 3 of the following tactical Integrated Marketing Communication electives:		9
COM 205	Media Literacy	
COM 308	Social Media Effects	
COM 315	Advertising and the Creative Process	
COM 320	Advertising Writing	
COM 330	PR and Promotional Writing	
COM 411	Advertising Campaigns	
COM 422	Public Relations Campaigns	
DMA 342	Introduction to Web Design	
DMA 380	Social Media Storytelling	
COM 488	Internship I Seminar	3-9
or MKT 496	Marketing Internship	
Total Credits		**45-51**

Roadmap

Freshman	
Fall	**Spring**
COM 211	DMA 201
COM 312	MKT 201
Sophomore	
Fall	**Spring**
MKT 320	MKT 397
COM 311	MKT 350
Junior	
Fall	**Spring**
MKT 371	IMC Elective
MKT 370	IMC Elective
Senior	
Fall	**Spring**
IMC Elective	IMC Elective
COM 354	IMC Internship

Learning Goals and Objectives

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

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.