COMM Dept. Introduces a New Concentration for Fall 2020

by Erin Pricoli

The Communication Department will implement its newest concentration, Integrated Marketing Communications, or IMC, in the Fall semester of 2020. This new concentration focuses on a field of study tailored to the rise of digital and interactive media communication. This will benefit Communication students at Manhattan College by training them in advertising, corporate communications, creative decision-making, and consumer insights. In simpler terms, IMC integrates all promotional tools to ensure that communication between brands and the consumer is seamless.

The classes included in the IMC concentration are a mashup of advertising and public relations courses. To start, students will take a new class that is unique to the concentration, COMM 218 "Introduction to Integrated Marketing Communications." This introductory course will examine various areas of marketing communications, including branding, advertising, digital media, and corporate communications in relation to the integration of sales, promotion, marketing, publications, and advertising. After this, the students complete two classes from the existing two concentrations: COMM 230 "Advertising and Communication Research" and COMM 307 "Writing for Public Relations." Finally, at the advanced level, students will take either "Advanced Public Relations" or "Advanced Advertising Strategies" as their capstone class, depending on their primary interests.

For more information about this new COMM concentration, speak to your Communication Department faculty advisor. The new concentration is a great way to become an expert in one of the latest trends in the communication industry. •