New Concentration: Integrated Marketing Communication Beginning in Fall 2020

by Scarlett Sperduto

Next Fall, the Manhattan College communication department will be introducing a new concentration: Integrated Marketing Communications is a hybrid of advertising and public relations practices— getting the message out through messages that are paid for, messages that are placed but not paid for, via social media means.

Due to the current rise in digital and interactive media communication, advertising, marketing, and public relations companies are increasingly adopting integrated marketing communications as the leading approach to plan and execute marketing communication programs. This concentration is a great choice for students who have an interest in both advertising *and* public relations, as it allows them to not have to choose just one area.

The classes required that are specific to this concentration include Introduction to Integrated Marketing Communications, Advertising and Communications Research, Digital Storytelling *or* Digital Print Design, Writing for Public Relations, and Advanced Advertising Strategies *or* Advanced Public Relations.

In Introduction to IMC, students will examine several areas of marketing communications including branding, advertising, digital media, and corporate communications. They will learn about consumer insights, creative decisions and execution, media deliveries, and strategic decisions in advertising, corporate communications, and promotions. Additionally, students will study various theories of communication to form a better understanding of audiences, dialogues, and messages.

Students will work to form a thorough understanding of gender, race, ethnicity, sexual orientation, and diversity in relation to the world of communication, and the significance and impact that mass communications can have on our global society.

This new concentration is an incredible opportunity for students who want a pre-professional education based on interdisciplinary, liberal arts values.