

# *New Concentration on the Block!*

## *Integrated Marketing Communication's*

### *First Official Semester*

by Calista Baker

This semester, the communication department officially started integrated marketing communication (IMC) as a new concentration for communication majors. IMC focuses on promoting messages through multiple strategies that pull from both the public relations and advertising perspectives.

"I like that this concentration focused on... public relations and advertising," junior and IMC student Madalyn Johnson said. "I felt expanding my knowledge on advertising along with public relations would open up more job opportunities for me in the future."

Courses offered in the major are COMM 218: Introduction to Integrated Marketing Communications, which ran its first class this semester. IMC students also take COMM 230: Advertising and Communication Research and COMM 307: Writing for Public Relations. The concentration allows students a choice between COMM 304: Digital Storytelling or COMM 305: Digital Print Design, and COMM 414: Advanced Advertising Strategies or COMM 420: Advanced Public Relations.

Johnson took COMM 230 last semester.

"[The course] gave me a leg up in becoming familiar with the tactics companies use to advertise and helped me gain a better understanding about what specific audiences seek for when companies brand their products," Johnson said.

The introductory course is currently the only new course that studies different areas of integrated marketing communications. The other courses required for the concentration are also requirements for either the PR or advertising concentration, allowing for IMC to be a perfect blend of the two. tising classes because she finds both aspects to be "essential" in IMC.



Junior and IMC student Ashley Baptiste says that she will be taking advantage of both public relations and advertising classes because she finds both aspects to be "essential" in IMC.

"With pursuing my career in IMC, I want to have experience in all parts that surround IMC," Baptiste said. "I am drawn to the advertising aspect and next semester I plan on taking advertising and communication research."

The IMC concentration allows communication students to combine multiple interests within communication studies. If you are unsure of what concentration to study as a communication major, IMC is an option that incorporates different communication aspects into one, cohesive concentration.

