The Medill MS in Integrated Marketing Communications Professional Program

Master the art and science of marketing.

The Medill MS in Integrated Marketing Communications Professional program creates experts in consumer understanding. Designed for working professionals, our 13-unit program prepares you to take the reins among the next generation of accomplished marketing innovators and leaders.

This rigorous curriculum immerses you in consumer insights and human connection. Your expertise will grow through hands-on experience, with insight from marketing leaders at top companies. You'll graduate with a comprehensive understanding of integrated marketing communications, fully versed in balancing qualitative and quantitative data to build strong brands.

Program Structure

- 13 units
- Three core courses
- 10 elective courses
- Hybrid program: complete coursework online or include on-site classes in your curriculum
- Every online course holds one two-hour, synchronous session each week
- Program can be completed in less than two years
- One opportunity to start per year: September

Admissions Requirements

Applicants to the MS in Integrated Marketing Communications Professional program are required to hold a bachelor's degree from a regionally accredited college or university. Three years of work experience are also preferred.

To be considered for admission to the IMC Professional program, each applicant must submit the following materials:

- Transcripts
- Professional resume
- NACES transcript evaluation (international applicants)
- Personal essay
- Two letters of recommendation
- $100 application fee (waiver information)

The Office of Graduate Admissions and Financial Aid may require applicants to sit for an admissions interview to supplement their completed application and provide more information about their interest in the MS in IMC Professional program. Interviews are conducted virtually via Zoom. Applicants will be contacted directly if an interview is required.

International students must submit TOEFL, IELTS or Duolingo scores. Waivers are available if the primary language of instruction at the applicant's undergraduate institution is English.

Due to the COVID-19 pandemic, GRE/GMAT scores are not currently required for admission.
Curriculum

Our **13-unit curriculum** is broken down in the following ways:

**Three core courses (one unit each)**
- Financial Accounting
- IMC Strategic Process
- Marketing Research

**Elective courses (one unit each; students must complete 10)**
Elective course options are subject to change.
- Brand Communication Decisions
- Consumer Insight
- Content Strategy
- Crisis Communications
- Customer Value Innovation
- Data Science Foundations
- Digital Analytics
- Digital Marketing, Media and Innovation
- Digital Marketing Strategy
- IMC Law, Policy and Ethics
- Managing Integration
- Marketing Strategy
- Media Foundations
- Shopper Marketing
- Strategic Communications Foundations

The Immersive Course Experience

Opportunities designed for Medill MS in IMC Professional program students are distinct from those available anywhere else.

Because our immersive courses are tailored to the life of a busy working professional, students are empowered to take short-term IMC courses on-site across the country and around the globe. These courses build essential career skills and expedite the journey to graduation. Immersive courses are optional; they are not required as part of the MS in IMC Professional program.

Medill's priority is always the health and safety of our students so we may make adjustments to planned travel based on guidance from Northwestern's Office of Global Safety and Security.

Add cutting-edge marketing skills to your credentials.

To learn more about the Northwestern Medill MS in Integrated Marketing Communications Professional program, contact an Admissions Advisor at 844-946-3714.