

Master of Science in Integrated Marketing Communications Professional Program

Master the art and science of marketing.

The Medill [Master of Science 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

- Live online program with optional in-person immersive courses
- 13 units
- Three core courses
 - All core classes are 10-week live online courses (synchronous instruction)
- 10 elective courses
 - Elective course options include in-person immersive courses. Students do not need to take an immersive course to graduate
- All other elective courses are 10-week live online courses
- Program can be completed in less than two years
- Two opportunities to start per year: September and January

Every online course holds one two-hour, synchronous session each week. Students are expected to attend classes live online each week. Class recording is at faculty discretion and only for learning support, and is not intended as a replacement for live instruction.

Program Benefits

- Earn your degree from a Top 10 university
- Heighten your expertise through immersive study with [industry innovators, leading practitioners and scholars](#)
- Gain a comprehensive understanding of how to balance qualitative and quantitative data to build strong brands
- Benefit from the guidance of CMOs, SVPs and other top-level marketers with global companies
- Join a worldwide network of successful IMC alumni, including marketing leaders at Google, Facebook, Airbnb, Salesforce, Nielsen, Viacom, Uber and Starbucks, among other innovators
- Manage coursework and track your progress through our unique and dynamic online learning platform
- Enjoy access to a full suite of [career support resources](#) throughout your program and after graduation

Admissions Requirements

Applicants to the Master of Science 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 also required.

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.

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.

- Advanced Brand Management
- Brand Communication Decisions
- Change Management
- Circular Economy and Sustainability
- Consumer Insight
- Content Strategy
- Crisis Communications
- Customer Value Innovation
- Data Science Foundations
- Digital Analytics
- Digital Marketing, Media and Innovation
- Digital Marketing Measurement
- Digital Strategy Activation
- Influencer Marketing
- IMC Law, Policy and Ethics
- Integrating Sustainability in Brand Management
- Introduction to MarTech
- Managing Digital Products and Technologies: A Customer-Centric Approach
- B2B Marketing: A Customer-Centric Approach
- Marketing Strategy
- Media Foundations
- Segmentation and Lifetime Value
- Shopper Marketing
- Strategic Communications Foundations
- Strategic Creativity

The Immersive Course Experience

Opportunities designed for Master of Science in Integrated Marketing Communications 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 Professional Master of Science in Integrated Marketing Professional Program, contact an admissions outreach advisor at 844-946-3714.