

IMC

Integrated Marketing Communication Certificate Program Communication Institute University of Utah

Target Audience

The IMC Certificate is a post-baccalaureate program targeted to communication, marketing, business professionals and students in all types of organizations who want to become knowledgeable integrated marketing communicators and managers. All organizations -- business, government, nonprofit, charitable, education, religious, and volunteer -- need marketing communicators. Marketing is synonymous with communicating. A marketer is a communicator and all aspects of the marketing process communicate. The IMC Certificate Program assumes some basic knowledge of marketing communication theory and practice on the part of applicants but does not require any specific work experience.

Objective

The IMC Certificate Program covers areas of marketing communication that are both traditional and digital, but predominantly the latter. You will develop skills for understanding and analyzing consumers in newly forming online communities and social networks and traditional markets.

Integrated Marketing Communication is a data-driven approach that focuses you on identifying consumer insights and developing a strategy using online and offline channels to develop, nurture and sustain brand-consumer relationships. This involves application of basic qualitative and quantitative analytical skills to discover the right contact points to use to reach consumers and understand how they want to be communicated with and where they consume different types of media. Customer lifetime value, market intelligence, return-on-customer-investment (ROCI), customer aggregation and segmentation, consumer behavior, e-Commerce, basic statistical analyses, among others, are key data elements in this approach.

About the IMC Certificate Program

Class Delivery

The IMC Certificate Program is a concentrated one-semester course delivered through an integration of guest speakers, lectures, discussions, class activities, topic related assignments, and IMC projects. The discussions, assignments, activities and projects strengthen the marketing communicator's ability to employ higher-level critical thinking skills. As such, students do not merely learn new material but creatively apply, analyze, synthesize and evaluate IMC related theories, concepts, and models using simulations, case studies, class discussions, and projects.

Outcome

The intended outcome for you of the IMC Certificate Program is to: (1) recognize the importance of integration in the marketing communication process; (2) understand the stature and importance of IMC as it is practiced against a backdrop of ever-changing social, economic and competitive developments in local, regional, national and global markets; and (3) become a knowledgeable marketing communicator

equipped with the necessary knowledge and skills to introduce, practice and manage integrated marketing communication in your organization.

IMC Defined

What is Integrated Marketing Communication? Broadly, IMC is a marketing communication business, and analytical process that is customer-centric, data-driven, technically-anchored, and branding effective.

Northwestern University's Don Schultz over time has become the undisputed guru of the IMC business model. He promotes the following IMC definition:

Integrated marketing communication is a strategic business process used to plan, develop, execute and, evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences.

Schultz explains that this definition has four key elements:

1. IMC is elevated from a marketing tactic to a marketing communication and business strategy
2. IMC involves the whole organization and spans the entire spectrum of brand, customer, product, and service contacts the firm has with all stakeholders at all levels.
3. IMC requires ongoing measurement, evaluation, and accountability for return on the IMC investment.
4. IMC is an ongoing process that boosts performance in the long term and builds relationships with customers over time.

Class Meeting Schedule

For Spring semester and continuing on Monday nights from 6 to 9 p.m., the non-credit IMC Program consists of 15 three-hour modular sessions. The next IMC class runs January through April 2019.

The Integrated Marketing Communication (IMC) Certificate Program is a concentrated one-semester course delivered through an integration of guest speakers, lectures, discussions, class activities, topic related assignments, and individual IMC projects. The discussions, assignments, activities, and projects strengthen the marketing communicator's ability to employ higher-level critical and analytical thinking skills. As such, students do not merely learn new material, but creatively apply, analyze, synthesize, and evaluate IMC related theories, concepts, and models using simulations, case studies, class discussions, and projects.

Costs

The full tuition for the IMC Certificate Program is \$1,500.

Faculty

The supervising IMC Certificate Program faculty members are Tim Larson and Ken Foster. Each is recognized for his knowledge and experience in integrated marketing communication and teaching. In addition, members from the academic and professional communities are called upon for specialized instruction.