

# INTEGRATED MARKETING COMMUNICATIONS (MIMC1-CE)

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## **MIMC1-CE 8231 New Marketer's Boot Camp: Integrated Marketing Communications (4 Credits)**

Building brand recognition can be a costly, hit-or-miss endeavor for corporations, typically requiring nothing less than a full-court press of advertising, public relations, sales promotion, digital marketing, sponsorship, word-of-mouth marketing, and events marketing. Integrated marketing communications (IMC) allows marketers to coordinate and streamline their efforts to solidify brand recognition with customers through a unified program. In this one-week intensive, obtain a practical blueprint for IMC campaigns by working with a team to develop a plan based on a Harvard case study for the final project. Topics include the IMC planning process and the ways brands are communicated to consumers and stakeholders; strategies and analytical tools required to develop an IMC plan; defining a target through research and planning; the role of the Internet and digital media (mobile, blogs, social networks, tweets, webinars, and podcasts); and evaluating the effectiveness of a plan and its impact on profitability goals while keeping within timelines and budgets. Topics include the examination of the IMC planning process and how the brand is communicated to consumers and stakeholders; strategies and analytical tools required to develop an IMC plan; defining your target through research and planning; the role of the Internet and digital media, including mobile, blogs, social networks, tweets, webinars, and podcasts; and evaluating the effectiveness of a plan and its impact on profitability goals in keeping with timelines and budgets. This one-week intensive program welcomes new marketers; junior marketing, public relations, and advertising professionals; recent college graduates; graduate and international students entering the marketing field; small business owners; freelancers and consultants who need to obtain a practical knowledge of marketing; and anyone seeking insight into the IMC process.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **MIMC1-CE 9000 Integrated Marketing Graduate School Primer (8 Credits)**

If you want to pursue the M.S. in Integrated Marketing but have limited marketing experience on either the corporate or the agency side, then this course can provide you with necessary foundational learning. Gain knowledge of the various aspects of integrated marketing and techniques for integrated marketing communications (IMC). Learn how to turn a strategic model into tactical execution. Work in teams to develop and present a comprehensive IMC plan based upon a Harvard case study. Examine what marketing is and why it is important to businesses today. Topics include the pros and cons of the promotional mix, defining a target through research and media planning, using research tools to gather consumer information, brand messaging, writing an IMC plan, working as an effective team, generating ideas on strategy, and basic finance.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **MIMC1-CE 9037 Product Integration Within Television and Internet Programming (0 Credits)**

By the end of 2016, nearly 50 percent of TV households will be able to avoid almost all television ads. Product integration, or branded entertainment, is one strategy actively used to offset this trend. Competition for these advertising dollars makes it necessary to create and execute product integrations to increase revenue. Explore the latest innovations in product integration; learn why it plays an important role on-air, online, and within any integrated marketing campaign; and understand how a well-rounded integration comes to life on the "small screen." Analyze a request for proposal (RFP), formulate a plan to achieve clients' objectives from concept to execution, and evaluate actual product integrations as both marketers and viewers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **MIMC1-CE 9212 Integrated Communications Strategies (2 Credits)**

This course offers marketers and account executives a practical blueprint for developing integrated marketing communication plans that include advertising, promotion, direct marketing, sales, public relations, event marketing, and new electronic media. This dynamic marketing model requires a completely different approach to planning and budgeting, and clients and agencies increasingly are seeking managers with just such expertise.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **MIMC1-CE 9213 Advanced Strategies in Integrated Marketing Communications (0 Credits)**

This course, designed for experienced marketers with at least five years of marketing experience, focuses on a deeper understanding of advanced integrated marketing communications (IMC) techniques. Learn how to translate a strategic model into a tactical execution. Topics include detailed analysis of the promotional mix including advertising, sales promotion, personal selling, public relations, and direct and online marketing. Closely examine the emerging role of online media (social media, mobile marketing, consumer generated media, and online marketing) and its impact on IMC. Also, study how changing consumer profiles (the digital generation, women, and multicultural populations) redefine target marketing and segmentation for IMC. Work in teams to develop and present a comprehensive IMC plan based on a product/service category provided or one suggested by the team. Topics include market research and analysis, new product successes and failures, distribution strategies, international marketing in IMC, building and communicating brand value, understanding the role of digital media and its implications in IMC, new target marketing and segmentation for changing consumers, forecasting of future trends in IMC, and defining IMC ROI.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **MIMC1-CE 9280 Marketing Campaign Management (2.5 Credits)**

Develop your expertise by engaging in seminars and campaign simulations and learn what is needed to coordinate successful marketing campaigns. This course covers tools, strategies, and management tactics to produce a successful campaign, while focusing on implementing emerging technologies. Work in teams to produce a real-world marketing project for a small business in the area in order to display your mastery of campaign development, execution, leadership, and measurement.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MIMC1-CE 9281 The Media Mix (4 Credits)**

This intensive course provides an overview of today's media landscape, including trends; audience profiling; and digital, print, and broadcast media. New York City has long been the media capital of the world, so there's no better place to explore current trends in both new and traditional media. Examine which forms of media are up or down, and how they are interdependent within a media plan. This overview is amplified by daily site visits and guest speakers. Invitations have been extended to major companies, including NBC Universal, Hearst, United Stations, Al Jazeera, New York Media, Ketchum, Proof, and FCB. This intensive course includes a session on profiling consumers from geographic, demographic, and psychographic views, as well as on matching prospective audiences to media. Big media—like broadcast, Internet, newspapers, and direct marketing—are covered, as are mobile, radio, out-of-home, social media, SEO, public relations, and more. The course concludes with participants presenting a media plan that they develop throughout the week.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MIMC1-CE 9288 Marketing Research II (2 Credits)**

Consumers are now interacting with brands through a variety of channels. Learn to design, deliver, measure, and refine a multichannel marketing approach that utilizes traditional and new forms of media. Translate your brand seamlessly across platforms to captivate your audience and to impact the bottom line. Explore the tools and techniques of multichannel marketing through lectures, discussions, projects, and guest speakers when applicable.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes