

Master of Science in Digital and Integrated Marketing Communications

Graduation requirements and regulations for every academic program are provided in this catalog; however, this catalog is for informational purposes only and does not constitute a contract. Degree and program requirements and course descriptions are subject to change.

In most cases, you will use the catalog of the year you entered KU (see your advisor for details). Other years' catalogs (<https://catalog.ku.edu/archives/>)»

Graduate Admission

Admission is based primarily on the student's undergraduate record, references, writing samples, and their personal experience. Applicants who have baccalaureate degrees in journalism, as well as those with no academic or professional background in journalism, are eligible to apply for the online Digital and Integrated Marketing Communications (DIMC) course of study.

Applications

Application Deadlines

Students may enter the Digital and Integrated Marketing Communications program in the fall or summer semesters. Applicants to the Digital and Integrated Marketing Communications program may apply for fall admission by the deadline of **June 1**. The application deadline for the summer, which begins in June, is the preceding **February 1**.

Application Materials

Applications can be considered only after these items have been submitted:

1. Application Deadline: June 1
2. One official transcript of all college-level courses. (from each college attended) Expected GPA: 3.0 or above. Submit to graduateadm@ku.edu
3. A current resume
4. Three letters of reference from persons familiar with the student's academic or professional work or potential for graduate study
5. Applicants must also submit three writing samples or samples of professional work that reflect your years of experience
6. A personal statement of objectives
7. Students whose native language is not English must follow the policy for English Proficiency Requirements for Admission to Graduate Study. (<http://policy.ku.edu/graduate-studies/english-proficiency-international-students/?num1.5>)
8. International students are required to submit evidence of financial support

Submit your graduate application online (<http://www.graduate.ku.edu/ku-graduate-application/>). Applicants to the Digital and Integrated Marketing Communications program should send official transcripts

of all college and university coursework to Graduate Admissions (graduateadm@ku.edu) or the school:

The University of Kansas School of Journalism and Mass Communications
Stauffer-Flint Hall
Attn: Graduate Program Coordinator
1435 Jayhawk Blvd.
Lawrence, KS 66045

Our online master's program in Digital and Integrated Marketing Communications trains graduates to build skills in digital marketing disciplines while also offering a strategic marketing communications curriculum from a managerial perspective. With courses offered in Digital Marketing, Social Media Strategy, and Integrated Marketing Communications, students can advance their careers as working professionals. The master's degree is earned by completing 30 credit hours. All classes are online.

The program starts with Marketing Fundamentals. The course is designed to provide a fundamental understanding of marketing theory and process and how these theories relate to Integrated Marketing Communications. Specific focus will be spent on the marketing environment, the marketing mix, market segmentation, planning, execution and measurement. As part of the class, students will learn the components of a marketing plan and how to develop a plan based on specific quantifiable corporate objectives.

Code	Title	Hours
JMC 810	Crisis Communications	3
JMC 820	Marketing Fundamentals	3
JMC 822	Digital Marketing Analytics	3
JMC 823	Branding in Marketing Communications	3
JMC 825	Relationship Marketing	3
JMC 829	Marketing Communications Research	3
JMC 830	Web 3.0 and User X	3
JMC 832	Leadership and Management in Marketing Communications	3
JMC 835	Search Engine Optimization/Search Engine Marketing (SEO/SEM)	3
JMC 836	Digital Marketing Compliance/Privacy/Legal	3
JMC 837	Marketing Automation/CRM	3
JMC 838	Capstone Project in Digital Marketing	3
JMC 850	Capstone in Marketing Communications	3
JMC 865	Analyzing Audiences	3
JMC 866	Social Media Strategy	3
JMC 867	Social Media Metrics	3
JMC 868	Information in Context	3