

Master of Science in Integrated Marketing Communications

The Integrated Marketing Communications program offered by West Virginia University is the first IMC master's degree program in the world available exclusively online. The program provides students worldwide the opportunity to earn a graduate degree in IMC. Designed to meet the needs of busy working professionals, the IMC program blends the flexibility of completing a master's degree online regardless of geographic location and professional/personal commitments, education in an innovative and cutting-edge discipline sought by employers and taught by successful practitioners in the industry, and the reputation of a respected major university.

So, what is IMC? Integrated marketing communications is the process of creating and maintaining profitable relationships with consumers and other important stakeholders by strategically controlling and influencing the communications sent to them, while encouraging meaningful dialogue with them. IMC offers a new way of looking at the entire marketing puzzle, which once was viewed in terms of pieces, such as advertising, sales promotion, direct marketing, public relations, investor relations, and internal communications.

Gaining acceptance into a top graduate program depends on a variety of factors, including undergraduate academic performance, professional work experience, GRE/GMAT scores, and the application essay. Critical qualifications of successful IMC applicants include the desire to excel in a challenging academic environment, as well as the ability to communicate articulately through persuasive writing.

IMC program graduates are well prepared to fill the growing need for sophisticated practitioners of IMC throughout consumer and business-to-business firms, financial service companies, publishers, government, non-profits, the arts, and the media.

Thank you for your interest in the IMC program at West Virginia University.