

# 2009 IMC Weekend

May 29-30

Join prospective students, current students, graduates and faculty on WVU's campus for two days of information and discussion about our program and our industry.

# IMC

life\_integrated

Integrated Marketing Communications  
Master's Degree Program @ WVU

## Join us for the 5th annual IMC Weekend!

### Friday, May 29

Touchdown Terrace, Milan Puskar Football Stadium

6:00 p.m. to 10:00 p.m. Welcome Dinner and Keynote Address  
Keynote Speaker: Jeff James, CEO and Founder of Mythology

### Saturday, May 30

Brooks Hall, WVU Downtown Campus

8:30 a.m. to 9:00 a.m. Continental Breakfast, *Brooks Hall 2nd floor atrium*

9:00 a.m. to 10:00 a.m. Information Session for Prospective Students, *room 202*

10:00 a.m. to 12:00 p.m. Panel Discussions about the IMC Program, *room 202*

- Faculty panel
- Student panel

12:00 p.m. to 12:30 p.m. Walking Tour of the Downtown Campus  
*departing from Brooks Hall 2nd floor atrium*

12:30 p.m. to 3:00 p.m. Breakout Sessions & Lunch, *room TBA*

- Session 1: Customer Relationship Marketing: Tales From the Front
- Session 2: Using IMC Principles to Reach the Latino Market
- Session 3: Social Media in IMC
- Session 4: Adapting the Pipeline:  
Running the Business of Emerging Marketing Disciplines

3:00 p.m. to 5:00 p.m. Roundtable Meeting, *room 225*  
(Current students, graduates and faculty only, please)

For more information, please contact Angela Lindley at  
304-293-3505 ext. 5432



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[www.imc.wvu.edu/weekend](http://www.imc.wvu.edu/weekend)