

INTEGRATED MARKETING COMMUNICATIONS CERTIFICATE

Course Title

Certificate Requirements (8 units)

3 prerequisite courses:

COMP_SCI 110-0	Introduction to Computer Programming
or COMP_SCI 111-0	Fundamentals of Computer Programming
or STAT 201-0	Introduction to Programming for Data Science

One Statistics course (see website for approved courses)¹

One Microeconomics and Social Science course (see website for approved courses)¹

3 core courses:

IMC 301-0	Consumer Insight
IMC 302-0	Research and Data Analytics
IMC 303-0	Integrated Marketing Communications Strategy

2 electives from:²

IMC 304-0	Digital Media Strategies
IMC 305-0	Analytics to Activation
IMC 306-0	Strategic Communications
IMC 307-0	Digital, Social and Mobile Marketing
IMC 309-0	Social Networks
IMC 310-0	IMC Law, Ethics and Technology
IMC 311-0	Digital Governance
IMC 312-0	Finance for Integrated Marketing Communications
IMC 313-0	Visual Communication
IMC 314-0	Branding in the Digital World
IMC 390-0	Special Topics

¹ medill.northwestern.edu/imc/undergraduate-imc-certificate/curriculum/index.html

² Journalism students may petition to use JOUR 320-0 or JOUR 377-0 as IMC electives.