

# INTEGRATED MARKETING COMMUNICATIONS CERTIFICATE

Course	Title
<b>Certificate Requirements (8 units)</b>	
<i>3 prerequisite courses:</i>	
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) <sup>1</sup>	
One Microeconomics and Social Science course (see website for approved courses) <sup>1</sup>	
<i>3 core courses:</i>	
IMC 301-0	Consumer Insight
IMC 302-0	Research and Data Analytics
IMC 303-0	Integrated Marketing Communications Strategy
<i>2 electives from:</i> <sup>2</sup>	
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

<sup>1</sup> [medill.northwestern.edu/imc/undergraduate-imc-certificate/curriculum/index.html](http://medill.northwestern.edu/imc/undergraduate-imc-certificate/curriculum/index.html)

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