The rise of e-commerce, social media and mobile devices has redefined the way businesses communicate with their customers. IMC requires a keen understanding of the strengths and weaknesses of the different media and sensitivity to how audiences absorb messages from each medium.

Sponsored by McCann Worldgroup this specialization will offer the knowledge necessary for the efficient application of consistent and cohesive brand messaging across a mix of marketing channels, both traditional and new. The specialization will be taught by IE professors and industry professionals, along with guest lecturers from various McCann Worldgroup subsidiaries. The specialization requires the students to do a three-month project supervised by their instructors. Upon graduation, students have the opportunity to take part in an on-site project at one of McCann Worldgroup’s locations around Europe.

WHY STUDY THIS SPECIALIZATION?

The rise of e-commerce, social media and mobile devices has redefined the way businesses communicate with their customers. IMC requires a keen understanding of the strengths and weaknesses of the different media and sensitivity to how audiences absorb messages from each medium.

Sponsored by McCann Worldgroup this specialization will offer the knowledge necessary for the efficient application of consistent and cohesive brand messaging across a mix of marketing channels, both traditional and new. The specialization will be taught by IE professors and industry professionals, along with guest lecturers from various McCann Worldgroup subsidiaries. The specialization requires the students to do a three-month project supervised by their instructors. Upon graduation, students have the opportunity to take part in an on-site project at one of McCann Worldgroup’s locations around Europe.

WHY STUDY THIS SPECIALIZATION?

Gain deep understanding of the inner workings of the different kinds of media, advertising and other creative agencies, as well as the process of media planning and buying

Understand the fundamentals of effective copywriting and art direction coupled with hands-on experience writing briefs and strategic plans

Become familiar with the different tools and techniques for market and customer research

Understand the strategies and tactics behind successful experiential marketing and relationship marketing campaigns

WHAT WILL YOU LEARN?

Students who specialize in Integrated Marketing Communications will be well-equipped to embark on a wide variety of organizations, including media companies, advertising and PR firms, multinational organizations, non-profit organizations and cultural institutions with careers such as:

• Account Executives
• Social Media Managers
• Media Buyers
• PR Executives
• Sales Executives
• Brand Managers
• Research Analysts

WHAT CAREER OPPORTUNITIES WILL YOU HAVE AFTER GRADUATING?

Students who specialize in Integrated Marketing Communications will be well-equipped to embark on a wide variety of organizations, including media companies, advertising and PR firms, multinational organizations, non-profit organizations and cultural institutions with careers such as:

• Account Executives
• Social Media Managers
• Media Buyers
• PR Executives
• Sales Executives
• Brand Managers
• Research Analysts