

> Admission Application, Continued

3. Briefly state your reasons for enrolling in the certificate program:

4. Have you attended Le Moyne College before? ☐ No ☐ Yes
If yes, when? _____

5. Are you a veteran? ☐ Yes ☐ No

Signature _____

Date _____

Mail application to:
Center for Continuing Education
Le Moyne College
1417 Salt Springs Road
Syracuse, NY 13214-1301

Or fax to:
(315) 445-6027



CONTACT US

CENTER FOR CONTINUING EDUCATION
LE MOYNE COLLEGE
1419 SALT SPRINGS ROAD
SYRACUSE, NY 13214-1301

► lemoyne.edu/continuing_ed

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INTEGRATED
MARKETING
COMMUNICATIONS



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INTEGRATED MARKETING COMMUNICATIONS

In building their brand, organizations must consistently communicate their message across multiple channels, selecting these channels strategically as marketing budgets become restrictive. Integrated Marketing Communication (IMC) teaches students how to develop an effective communication strategy and select communications channels based on research and data. Successful IMC campaigns result in long-term relationships with customers and demonstrate the value of the marketing investment.

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There is a growing need for marketing communications managers in organizations. The marketing communications manager controls all communications either directly or through reporting relationships. In addition to the marketing pieces the company creates to inform the public about its products, public relations materials and other information the company produces are a function of integrated marketing communication. The marketing communications manager

makes sure that the image the company projects in the marketplace is consistent and positive.

As a student in the Integrated Marketing Communication Certificate Program, you will learn to use research and data to interact with your organization's audience to establish successful relationships with customers and maximize sales and profits. This 18-credit program is divided into three areas: data analysis, technical skills, and strategic thinking.

Coursework

Prerequisites

These courses must have been completed with a grade of C- or better prior to starting the program.

STA 201 - Statistics 1

MKT 301 - Principles of Marketing

Certificate Requirements

Data Analysis and Measurement

(Both required)

MKT 401 – Marketing Research

ANL 301 – Business Analytics

Technical Skills (Choose Two)

CMM 308 – Media Layout and Design

CMM 378 – Creative Advertising

MKT 335 – Client Side Web Application Development
(Prerequisite: MIS 201 or permission of the instructor)

CMM 205 – Introduction to Video Production

Strategic Thinking

MKT 402 – Marketing Strategy required, plus one of the following:

CMM 476 – Advertising Issues and Practices

CMM 477 – Advanced Public Relations

MKT 406 – Nonprofit Marketing

MKT 430 – Consumer Behavior

MKT 435 – Green Marketing

Admission Application

Applicants must currently be enrolled in the College, or have earned an associate degree or completed the equivalent coursework.

Name _____

Social Security # _____

Street _____

City _____

State _____ ZIP _____

Phone # (Home) _____

(Work or Cell) _____

Email _____

Employer _____

Address _____

1. Education: Please submit one or more official transcripts to verify an associate degree or the successful completion of 45 or more credit hours

2. List work experience (begin with most recent and outline job duties) or attach a résumé.

Continues >

