



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

INTEGRATED MARKETING COMMUNICATIONS MINOR

MISSION STATEMENT

In support of the College, University, and Department, the Mission of the Integrated Marketing Communications (IMC) Minor is to provide quality professional undergraduate education for those considering a career in marketing communications. The department will meet its mission through the guidance of faculty and staff committed to excellence in teaching, scholarship and service. Students will have opportunities to learn about the IMC process in a diverse environment providing rich experiences both in and outside the classroom.

STUDENT LEARNING OUTCOMES

Students completing the requirements of the Integrated Marketing Communications Minor will have:

- A basic understanding of what a marketing communications career is like and the different types of positions within the field.
- Received a grade of C or higher in Integrated Marketing Communications, Introduction to Digital Marketing, and Direct and Multi-Channel Marketing.
- An understanding of the strategic and tactical Integrated Marketing Communications through the successful completion of an IMC Campaign.
- Competed in a National IMC competition.