

# Interactive Marketing Communications

## Certificate 18 Credit Hours

*This program is offered by the School of Communications/ Communications and Journalism Department and is available at St. Louis main campus and online via asynchronous modality.*

STEM program

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

This certificate enables students from all backgrounds to acquire skills necessary to effectively create and manage online interactive marketing communications for a brand, organization, or entity. It is designed for students who are interested in developing and enhancing their online communication skills including development of persuasive messaging content and delivering it via websites, apps and interactive exhibits. Students will explore online communication strategies, audience targeting, digital marketing analytics, user-centered design principles and professional media production techniques. Students learn how to create engaging messages and deliver them using interactive design strategies and the integration of new media into publications and marketing plans. This certificate will benefit both students with experience as well as students with no previous exposure to on-line marketing communications. Proficiencies gained in this program will prepare students to create targeted and engaging content that is managed and delivered through on-line networks including webpages, blogs, discussion forums, email and apps.

### Learning Outcomes

Successful recipients of the certificate program will be able to:

- Understand persuasive message strategy, audience definition and effective engagement tactics.
- Review and practice in developing messaging for online interactive digital channels from a marketing communications perspective.
- Hands-on experience in executing user-centered design principles, professional media production techniques and web-based programming languages to develop websites, apps and interactive exhibits.
- Explore and evaluate best practices and emerging trends in on-line digital media.
- Expose and develop knowledge about common tools and industry terminology.
- Build a personal portfolio of execution elements demonstrating messaging and execution expertise.

### Requirement Courses

The total 18 credit hours as outlined below:

- ADVT 1940 Introduction to Marketing Communications (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)  
or ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)  
or PBRL 2920 Writing for Public Relations (3 hours)\*
- INTM 1600 Introduction to Interactive Digital Media (3 hours)
- INTM 3100 Introduction to Web Development (3 hours)  
or COAP 2000 Introduction to Web Programming (3 hours)
- INTM 3850 Interactive Marketing Communications (3 hours)

\*Classes require one or more prerequisites - see undergraduate catalog to review additional requirements.