

WHERE, WHEN, AND HOW TO TEACH INTEGRATED MARKETING COMMUNICATIONS

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ABSTRACT

Whether brought on by the splintering of markets, the rise of mass advertising rates, the proliferation of new media, or simply by the maturing of an industry growing in its level of complexity, there's no denying that professionals and academics alike from both the marketing and the communications disciplines are searching for a new approach to promotion. This movement has brought together many formerly distinct forms of promotion and communications under the rubric of **Integrated Marketing Communications**.

On the one hand, most professionals recognize the need for synergy and coordination among the subdisciplines within the promotion industry; on the other hand, few know how to approach this complex topic from any but their own perspectives. For example, individuals trained in schools of business and marketing approach promotions from one point of view, while those trained in schools of communication approach it from yet another viewpoint.

Further, the interdisciplinary nature of advertising and the other forms of promotion and communication management made responding to business's mandate to ". . . *bring it all together effectively and efficiently*" an onerous and often risky task.

So how do we address this important issue at the university level? Does it belong in the Marketing curriculum or in the Communications Department? Graduate or undergraduate level? How do we include it in our current courses? **This special session included the following panelists with these topics:**

Moderator: **Kerri Acheson**, Moorhead State University, Moorhead, MN 56563

Tom Duncan, Director, Integrated Marketing Communications Graduate Program, University of Colorado at Boulder: ***Graduate IMC Programs***

Sandra Moriarty, Professor, University of Colorado at Boulder: ***How IMC fits into the Advertising Course***

George Manross, Associate Professor, School of Communication, California State University, Fullerton: ***Where IMC fits into Advertising Programs***

Kerri Acheson, Associate Professor of Marketing, Moorhead State University: ***How IMC fits into Undergraduate Marketing Programs***