

Dear Incoming Graduate IMC Student:

Hello again! I hope you are excited to make your plans for next fall at Emerson College in Boston. This letter provides details about picking classes for the Graduate IMC program. I've tried to anticipate frequently asked questions, but if you have a question that isn't answered here, please email it to gradimc@emerson.edu or post it on the wall of the Emerson Grad IMC profile page on Facebook.

What Classes Will I Take This Fall?

All first-semester students will select from the following required foundation courses: Marketing Management, Consumer Behavior, and Research Methods. Electives may not be taken until you complete three required courses. Everyone must take Marketing Management during the first semester. Some students, those who have previously studied marketing, may also register for Introduction to IMC, the fourth foundation course. (Most students will take Intro to IMC after their first semester.)

How Many Courses Should I Take Each Semester?

Students take from one to three courses per semester; most students take two. Two classes per semester is considered "full-time." Each course is four hours one night per week, and requires at least five hours of preparation and assignments outside of class. Most students who work full-time take just one class per semester, but some can manage two. Many students who take the maximum three courses per semester limit outside employment to about ten hours a week. Charting your path through the program is a balance between speed and customization: if you try to accelerate the program, you likely will not get all the courses you prefer. To have the widest selection, choose a slower pace.

For more details related to program requirements, I recommend Emerson's Graduate Catalog online, which describes rules and regulations, in addition to course descriptions. For instance, courses are not waived for students who have previously studied marketing in other academic programs.

When Do Classes Meet? (Course Listings on Emerson's e-Campus Website)

MK610 Marketing Management Section 1: Monday

MK610 Marketing Management Section 2: Tuesday

MK604 Research Methods Section 1: Tuesday

MK604 Research Methods Section 2: Thursday

MK617 Consumer Behavior Section 0: Wednesday

- and for the few students who qualify:

MK618 Introduction to Integrated Marketing Communication Section 0: Monday

Following this note is a menu of options for picking courses. Please remember that as classes fill up, we can not add seats, so be prepared to be flexible.

When Will Registration Requests Be Processed?

Requests for registration will be collected via email to gradimc@emerson.edu and processed in the order they are received. The sooner you submit your request, the more likely you will get the courses you want on the day you prefer. The later you submit your request, the more likely that you will get shut out of a class. After August 15, no more registration requests will be accepted until orientation.

Help us help you start your program smoothly by *promptly emailing your registration!*

Who Will Be Processing Registrations and Answering Questions?

All registrations and issues about registration should be sent to gradimc@emerson.edu.

As your program director, I will be managing registration along with help from Tess Fallon, Staff Assistant in the Marketing Communication Department, and Nitjyot Saroan, my summer Research Assistant (and IMC student). Nitjyot can help new students to make connections with other incoming and current IMC students. Nitjyot and Tess will help me respond to any questions you have about classes and the registration process.

Textbooks for Fall Classes

The Emerson Online Bookstore lists the books that will be used in IMC classes. Look for the Textbooks link to generate a customized textbook list. There is no obligation to buy from the Emerson bookstore, although it may be more convenient than other options. Some courses require additional readings that are not listed, such as case studies. In the fall, instructors will provide information about how to obtain or borrow those readings.

Other Information about Graduate School at Emerson

There is a great deal of information for all new students in the materials sent by the Registrar's office, and on the Emerson web pages. Information about housing and other issues related to "living and working in Boston" can be found on the Emerson website. Keep in mind that orientation will cover many of the topics common to new students, so you should put Thursday, September 10 and Friday, September 11 (Orientation-Mandatory) on your calendar. Although classes meet in the evening, orientation will be held during the day to allow the time needed to help you start your graduate experience.

I look forward to receiving your registration request and meeting you next fall!

Best wishes,

Cathy L. Waters, M.B.A.
Graduate Program Director

Registration for Fall, 2009 – Graduate IMC Program

Pick from the registration menu by determining how many classes you will take this fall. Please indicate in your email your first, second, and third choices. For example, “First choice: 2A, Second choice: 2C, Third choice: 2B.” Email gradimc@emerson.edu

If you will take ONE Class:

- 1A MK610-1 Marketing Management on Monday
- 1B MK610-2 Marketing Management on Tuesday

If you will take TWO Classes:

- 2A Marketing Management on Monday plus MK604-1 Research Methods on Tuesday
- 2B Marketing Management on Tuesday plus MK604-2 Research Methods on Thursday
- *2C Marketing Management on Tuesday plus MK618-0 Intro to IMC on Monday
- 2Z I am flexible – schedule me for two classes based on availability of seats

If you will take THREE Classes:**

- 3A Marketing Management Monday, Research Methods Tuesday, and MK617-0 Consumer Behavior on Wednesday
- 3B Marketing Management Tuesday, Research Methods Thursday, and MK 617-0 Consumer Behavior on Wednesday
- *3C Marketing Management Tuesday, Intro to IMC Monday, and MK 617-0 Consumer Behavior on Wednesday
- 3Z I am flexible – schedule me for three classes based on availability of seats

* MK618 Intro to IMC may be selected only by students who have previously studied marketing

**As seats in classes are taken, it becomes difficult to get a “perfect schedule” of three classes. It may not be possible to take a third class if registering later in the summer.

I have an exception I need to discuss: (include in your email)

Discussions related to exceptions or special circumstances will be handled via email, or via telephone call with the Graduate Program Director. Phone calls should be scheduled in advance by emailing gradimc@emerson.edu or calling Georgette Petraglia at 617 824-8127.