

Who Are We?

As a pioneer in Integrated Marketing Communication (IMC), Emerson attracts well-qualified applicants from around the world. Some of our students have come straight from college, while others have worked professionally in advertising, direct marketing, public relations, and related fields. The varied perspectives and experiences of your classmates will greatly enrich your experience here.

“I like to call Emerson a whole world on two blocks in that there’s so much to do right here. There are four theaters right outside the door. And 95 percent of your classes are in one building, which is so easy and convenient.” —Jason Doring '10

On Campus

An Emphasis on Collaboration

Teamwork is a hallmark of the IMC program. Classes, including the Capstone course, emphasize small-group projects in which participants collaborate to achieve a common goal. Through in-class sessions and late-night meetings, you’ll form lasting friendships and learn how best to contribute while accommodating different personalities and work styles.

Cultivating a Strong Network

Each of Emerson’s three business communication programs is relatively small. You’ll get to know students well across all these programs, helping you build a robust professional network long before graduation. Committed faculty—marketing communication professionals and scholars with wide-ranging industry connections—often play an important role in these networks.

Many Forms of Support

Emerson has established a strong support system for graduate students. Off-Campus Student Services assists in finding roommates and locating apartments in desirable neighborhoods. The Graduate Student Association and other organizations foster relationships across all programs. And the Office of Career Services offers everything from career advising and résumé critiques to internship and career fairs.

In Boston

Campus on the Common

Emerson is located in the heart of Boston, overlooking the historic Boston Common. Everything you need is quickly accessible by foot or subway (the Green, Red, and Orange lines each stop within a block of campus). Don’t want to live downtown? Neighboring communities such as Cambridge, Brookline, Somerville, and Jamaica Plain are just a short subway ride away.

An Urban Playground

With more than 100,000 college students, Boston boasts a youthful, vibrant environment. Social and cultural opportunities abound, from music and dining to shopping and sporting events. Emerson provides free and discounted passes to local theaters, movie theaters, and museums. And if you’re the outdoor type, you’ll love the ample running, biking, and rowing opportunities in or near the city.

A Great Place to Build a Career

Most IMC classes are at night, leaving you available to work at internships and jobs during the day. The technology, finance, biotechnology, government, and nonprofit industries are all well represented locally, as are national advertising and public relations agencies. Emerson’s prestigious reputation and loyal alumni base will open doors to many professional opportunities in Boston and beyond.

