ABSTRACT
RESEARCH PAPER: The Effect of Conglomeration on Integrated Media Communication Firms

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This study has presented a thorough investigation of two Indianapolis-based Integrated Media Communications (IMC) firms and how their internal operations are influenced by the act of conglomeration. Conglomeration is a growing trend in IMC firms and this study provides more information on how the act of conglomeration affects how a business is run. This study used the case study method to focus on two companies, one conglomerated and one independent. By focusing on each company's client relations, internal communications, and infrastructure, this study was able to determine that the act of conglomeration has a strongly possible, but not definitive, effect on business. Given the case study method the results are not overtly generalizable to a larger sample; however the results given show that conglomeration does have an effect on IMC firms and provides a starting point for future research.