Reed College of Media

Degrees Offered

- Master of Science in Journalism
- Master of Science in Integrated Marketing Communications

The College of Media is located on the downtown campus in Martin Hall, WVU’s oldest building (constructed in 1870).

Today the college has state-of-the-art electronic reporting and editing systems as well as modern broadcast news facilities. Graduate faculty, having educational and professional backgrounds in mass communications studies and media-related experiences, are highly qualified to teach mass communications at both the undergraduate and graduate levels. About one-half have earned terminal degrees and/or have worked professionally in their areas of expertise.

The master’s program has granted more than 250 degrees since its first in 1962. The College of Media, established in 1939 and one of the oldest in the United States, is one of approximately 100 such programs accredited by the Accrediting Council on Education in Journalism and Mass Communications. The college has nearly 4,600 graduates, the majority of whom have careers in newspaper journalism, broadcasting, advertising, public relations, or related fields.

Master of Science in Journalism Program

The master’s program offers students the choice of two tracks: the teaching research track for persons who wish to pursue a doctoral degree, and the professional track for those who wish to enhance their professional opportunities in some area of mass communications.

This program, designed to help each student reach his/her potential as a practitioner, teacher, or scholar in mass communications, prepares a graduate not only for a first job but also for long-term productive career development through the study of mass communications and related fields. Skills acquired allow the student to excel in his/her chosen profession.

College faculty are developing more specialized curricula for persons who aspire to become integrated marketing communications (IMC) practitioners, news specialists, or public relations specialists in such fields as business, energy and the environment, science, social relations, education, government, international affairs, and sports.

Assistantships

Assistantships available in and through the college each year pay stipends, health insurance, and tuition remission. Graduate assistants supervise broadcast and computer laboratories, advise undergraduates, and assist professors with teaching courses, service learning, and research projects. Some graduate students work in media-related positions in their own and in other WVU programs.

ADMINISTRATION

DEAN
- Maryanne Reed - M.S. (Northwestern University) Professor

DIRECTOR OF GRADUATE STUDIES
- Steve Urbanski - Ph.D. (Duquesne University) Associate Professor

DIRECTOR OF ONLINE PROGRAMS
- Chad Mezera - M.S. (West Virginia University)

Admission

Those interested in learning about and applying to the master’s program should contact the Director of Graduate Studies via e-mail (steve.urbanski@mail.wvu.edu). Graduate students specifically seeking information about the IMC Online Graduate Program should contact the IMC coordinator or visit http://www.imc.wvu.edu. Those wishing to pursue either the general master’s degree or the IMC Certificate may access WVU graduate information at http://www.wvu.edu/~graduate. The WVU Admissions online catalog is available at http://admissions.wvu.edu/graduate. Written requests for answers may also go to WVU, Reed College of Media, 112 Martin Hall, P.O. Box 6010, Morgantown, WV 26506-6010.

The College of Media telephone number is (304) 293-3505.