

Data Marketing Communications, M.S.

Degree Offered

- Master of Science

Nature of the Program

As organizations increasingly recognize the imperative of data-driven marketing campaigns, marketers are collaborating closely with data specialists who gather data throughout the entire marketing process. Subsequently, marketing communications professionals leverage this data to forecast future behaviors, make informed decisions grounded in data to attract and retain consumers, and assess outcomes to discern effectiveness and areas for improvement.

The Reed School of Media and Communication's Data Marketing Communications graduate program (<http://dmc.wvu.edu>) caters to professionals deeply committed to the marketing communications profession. It convenes individuals aspiring to leadership roles in utilizing data for achieving marketing communications objectives. This program offers a practical, high-demand degree tailored to bridge the gap between data scientists and communicators in effectively engaging key audiences. Participants grasp the evolving landscape of technology and user behavior, dedicating themselves to acquiring the requisite skills for data-driven decision-making to gauge productivity and enhance return on investment. Unlike many other academic offerings in this realm, which cater solely to statistics professionals or computer programmers, the Data Marketing Communications program is exclusively designed to support today's marketer.

Delivered entirely online, the program necessitates no on-campus attendance. Comprising 10 courses, it can be completed within 16 months. The curriculum entails an introductory course, followed by eight core courses, culminating in a capstone experience.

The program offers an optional Area of Emphasis in Integrated Marketing Communications (<https://marketingcommunications.wvu.edu/academics/ms-data-marketing-communications/>). (<https://marketingcommunications.wvu.edu/degrees-and-certificates/graduate-certificates/integrated-marketing-communications/>)

Renowned for their expertise, the instructors in the Data Marketing Communications program are esteemed leaders in their respective fields. These scholar-practitioners deliver a finely calibrated blend of academic theory and practical skills, equipping students with immediately applicable knowledge essential for contemporary marketers. Recognizing the professional commitments of its participants, the program is designed to accommodate full-time employment alongside academic pursuits.

All courses are asynchronous, affording students the flexibility to engage at their convenience, irrespective of geographic location. While the program does not mandate on-campus residency, it hosts an optional semi-annual Integrate conference, facilitating in-person networking opportunities for students and faculty alike, while exploring the latest innovations in the dynamic marketing communications landscape. Learn more about the program's Integrate Conference (<http://integrate.wvu.edu>).

Program Format

The program's academic year consists of five accelerated terms: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Admissions for 2025-2026

Admission to the Data Marketing Communications online graduate program at West Virginia University is competitive and the total number of available seats for each entry term is limited. Admission is based on a holistic review of each applicant's academic history, years of relevant professional experience, writing ability and intent (personal statement).

Students are currently admitted twice per year, in Early Fall (August) and Early Spring (January).

The Data Marketing Communications program utilizes university GPA admission requirements (<http://catalog.wvu.edu/graduate/graduateeducationatwestvirginiauniversity/#classificationstext>).

Visit the program website (<http://dmc.wvu.edu>) for comprehensive information, including faculty bios, curriculum and course information, details on the application and admissions process, and to register for a free online information session (<https://marketingcommunications.wvu.edu/admission/information-sessions/>).

Completion of DMC 660 and related quantitative assessment exam is required before students can proceed to the core courses.

Major Code: 3744

Degree Requirements

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
Introductory Course		
DMC 460	Introduction to Data Marketing Communications	3
Core Courses		
DMC 561	Audience Segmentation	3
DMC 562	Message Customization	3
DMC 563	Brand Data Collection & Visualization	3
DMC 564	Social Media Optimization	3
DMC 571	Data Management Platforms	3
DMC 572	Campaign Planning & Programmatic Media Buying	3
DMC 573	Campaign Metrics and Assessment	3
DMC 574	Messaging for Customer Relationship Management	3
Capstone Course		
DMC 580	Data Marketing Communications Campaigns	3
Total Hours		30

* Students complete the DMC 460 course and quantitative assessment test in their first term in the program. Following successful completion of DMC 460, students will proceed through the eight core courses. Campaigns course is taken in the final semester. Upon successful completion of DMC 580 in the student's final term, the student will graduate from the program.

It should be noted that the plan of study listed below relies on condensed parts of term where two parts of term can be completed within the traditional fall and spring semesters.

First Year

Fall	Hours	Spring	Hours	Summer	Hours
Early Fall Part of Term		Early Spring Part of Term		DMC 571	3
DMC 460		3 DMC 563		3 DMC 572	3
Late Fall Part of Term		DMC 564		3	
DMC 561		3			
DMC 562		3			
		9		6	6

Second Year

Fall	Hours	
Early Fall Part of Term		
DMC 573	3	
DMC 574	3	
Late Fall Part of Term		
DMC 580	3	
		9

Total credit hours: 30

Major Learning Outcomes

DATA MARKETING COMMUNICATIONS

Marketing communications professionals have been relying on data in various forms since the early days of media. However, new technologies are having a dramatic effect on how marketing communications campaigns are planned and assessed. With unprecedented access to individual transaction-level data, marketing communicators can now use available information to customize a target consumer's exposure to advertisements and other promotional communications. While much of the data processing is automated, marketing communicators increasingly must be adept at managing vast amounts of information to glean key insights and give their organizations a competitive advantage.

Upon completion of this program students will be able to:

- Understand the basic principles of data marketing communications, media and web analytics.
- Understand the differences between reporting and analysis.
- Recognize how metrics and analysis inform marketing communications decision making.
- Explain how marketing communicators use current analytic methods such as segmentation, profiling, and recency, frequency and monetary (RFM) analysis to deliver return on investment (ROI) for their clients.
- Communicate key insights gleaned from data to marketing communications decision makers.
- Make marketing communications decisions informed by data.