

Digital Marketing Communications, M.S.

Degree Offered

- Master of Science

Nature of the Program

The Digital Marketing Communications (<https://marketingcommunications.wvu.edu/degrees-and-certificates/ms-digital-marketing-communications/>) master's program equips students with the expertise necessary to effectively engage contemporary audiences. Core topics include establishing trust, employing effective selling techniques, and optimizing customer value to cultivate enduring loyalty and advocacy. At its core, Digital Marketing Communications fosters a dialogue that builds communities around brands or organizations, emphasizing trust-building and long-term customer value. A comprehensive understanding of various digital marketing platforms, such as search engine optimization, organic and paid search, display marketing, social media marketing, and marketing automation, is essential for crafting impactful campaigns. The program emphasizes leveraging consumer insights provided by these platforms to develop strategies for success.

The Digital Marketing Communications graduate program is tailored for remote study, offering a comprehensive curriculum accessible entirely online. Students have the option to choose between an intensive one-year completion track or a more flexible schedule spanning 18 months to two years, accommodating personal and professional commitments.

Renowned for their expertise, the instructors in the Digital Marketing Communications program are esteemed leaders in their respective fields. These scholar-practitioners deliver a blend of academic theory and practical skills, ensuring students gain immediately applicable knowledge crucial 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.

Program Format

The academic calendar comprises five accelerated terms, aligned with the University's established parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May), and Summer (May–July)

Admissions for 2026-2027

Admission to the Digital 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 to the program is based on a holistic review of each applicant's academic history, years of relevant professional experience, and writing ability and intent (personal statement).

Students are admitted to the Digital Marketing Communications program three times per year, in the Early Fall (August), Early Spring (January) and Summer (May) admission terms. The Digital Marketing Communications program utilizes a rolling admissions process and qualified applicants will be reviewed and admitted as their applications are received.

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

Visit the Digital Marketing Communications website (<https://marketingcommunications.wvu.edu/academics/ms-digital-marketing-communications/>) for comprehensive information, including faculty biographies, 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/>).

Major Code: 3745

Degree Requirements

Code	Title	Hours
A minimum cumulative GPA of 2.75 is required.		
A minimum grade of C- is required in all courses provided that a cumulative GPA of 2.75 is maintained.		
Prerequisite Coursework		
IMC 440	Introduction to Digital Marketing Communication	3
Core Coursework		
DMC 561	Audience Segmentation	3

DMC 565	Customer Engagement Ethics & Strategies	3
DMC 573	Campaign Metrics and Assessment	3
IMC 534	Digital Storytelling	3
Elective Coursework		9
Select three of the following:		
IMC 519	Emerging Media and the Market	
IMC 529	Mobile Marketing	
IMC 541	Social Media and Marketing	
IMC 542	Web Metrics and Search Engine Optimization	
IMC 546	Augmented Reality & Virtual Reality in IMC	
Production Coursework		3
Select one of the following:		
IMC 543	Digital Video Production	
IMC 693	Special Topics	
Capstone Requirement		
IMC 544	Digital Marketing Communication Campaigns	3
Total Hours		30

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Completion of IMC 440 students can proceed to the rest of the curriculum.

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Upon successful completion of IMC 544 in the student's final term, the student will graduate from the program.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours	Summer	Hours	
DMC 561		3 DMC 565		3 Production Course		3
IMC 440		3 DMC 573		3 IMC 544		3
Elective		3 IMC 534		3		
Elective		3 Elective		3		
		12		12		6

Total credit hours: 30

Note: Spring Admits will take the same courses in the same order but will start in a Spring semester and graduate at the conclusion of the following Fall semester.

It should be noted the plan of study above relies on accelerated semesters where two accelerated semesters can be completed within the "traditional" fall and spring semesters.

Major Learning Outcomes

DIGITAL MARKETING COMMUNICATIONS

Graduate of the Digital Marketing Communications program will:

1. Evaluate the importance of digital media, how they are reshaping the world in which we communicate, and how marketing communications practitioners can reach and cultivate an audience through digital channels.
2. Define and segment target markets based on Establish marketing communications objectives and define target markets that can be reached through digital media and brand storytelling.
3. Utilize key performance indicators that define a digital campaign's goals and determine ROI.
4. Recognize the roles and implications of law and ethics in digital media and marketing communications through digital channels.
5. Design and organize digital marketing communications plans in a professional manner consistent with contemporary industry-specific standards.