

# Integrated Marketing Communications, M.S.

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## Degree Offered

- Master of Science

## Nature of the Program

The Master of Science in Integrated Marketing Communications (IMC) (<https://marketingcommunications.wvu.edu/degrees-and-certificates/ms-integrated-marketing-communications/>) offered by the Reed School of Media and Communications is designed for individuals seeking to advance their expertise in the dynamic field of marketing communications. Rooted in the tradition of academic excellence, this program has gained national recognition for its hands-on, industry-relevant education.

Named the "Outstanding Online Program" by the Online Learning Consortium in 2015 and recognized as a finalist for the PRWeek US Awards 2016 "Education Program of the Year," our IMC program is acclaimed for its innovative approach to online learning. The WVU Board of Governors bestowed upon it the esteemed title of "Program of Excellence" in 2020. Additionally, the program was named to the PRNews Education A-List in 2022 and 2023.

Delivered entirely online, the IMC program offers a highly customizable graduate experience. With a curriculum constantly evolving to reflect industry trends, students are equipped with a solid marketing communications foundation through introductory and core courses. They then have the flexibility to tailor their studies by selecting from a variety of specialty and elective courses, focusing on areas such as Creative Strategy, Data Marketing Communications, Digital and Social Media, Healthcare, Higher Education Marketing, Management, and Public Relations Leadership.

Renowned for their expertise, the instructors in the Integrated 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 (<https://integrate.wvu.edu/>), facilitating in-person networking opportunities for students and faculty alike, while exploring the latest innovations in the dynamic marketing communications landscape.

The MS IMC program culminates with a capstone course where students apply their knowledge to create an IMC campaign for a real-world client, further enhancing their practical skills and industry readiness.

## 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). IMC students have the flexibility to tailor their course load to suit their professional and personal obligations. The program can be completed in as little as one year, although most students complete all course requirements in between one and a half to two years.

For those interested in specialized coursework without pursuing a full master's degree, WVU offers online certificate programs (<https://marketingcommunications.wvu.edu/degrees-and-certificates/graduate-certificates/>) in integrated marketing communications, creative strategy, data marketing communications, digital & social media, healthcare marketing, higher education marketing, or public relations leadership.

## Admissions for 2025-2026

Admission to the Integrated 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, writing ability and intent (personal statement).

Students may be admitted to the IMC program three times per year, in Early Fall (August), Early Spring (January) and Summer (May). Please contact the program for more information on upcoming admission terms. The IMC program utilizes a rolling admissions process and qualified applicants will be reviewed and admitted as their applications are received.

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

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

Major Code: 3746

## Degree Requirements

Code	Title	Hours
Minimum GPA of 2.75 required.		
Minimum grade of C- required in all courses.		
<b>Core Courses</b>		
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
Complete a minimum of two of the following **		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
<b>IMC Elective Courses</b>		
Select at least three IMC courses 500-level and above.		9
IMC 536	Integrated Marketing Communication Campaigns	3
Total Hours		30

\* Students complete the IMC 410 course in their first term in the program. Following successful completion of IMC 410, students are able to take courses in virtually any order, ensuring a fully customized path of study.

\*\* IMC students are often admitted to the program with substantial work experience and are able to opt out of the core course that is most reflective of their professional experience. Specifically, PR practitioners are encouraged to opt out of IMC 518, direct marketers are encouraged to opt out of IMC 516, and creative/graphic designers are encouraged to opt out of IMC 515. All students must complete at least two of these courses.

\*\*\* IMC students are able to take more than 30 credit hours if their personal and/or professional interests require (including additional elective courses or opting to complete all the core courses to ensure a comprehensive graduate experience). However, all additional courses taken must be completed before the student registers for the capstone course (IMC 536). Upon successful completion of IMC 536 in the student's final term, the student will graduate from the program.

First Semester	Hours
IMC 410	3
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<b>Second Semester</b>	<b>Hours</b>
IMC 511	3
IMC 512	3
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<b>Third Semester</b>	<b>Hours</b>
IMC 513	3
Select one of the following:	3
IMC 515	
IMC 516	
IMC 518	
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<b>Fourth Semester</b>	<b>Hours</b>
Select one of the following:	3
IMC 515	
IMC 516	
IMC 518	
IMC 519	
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<b>Fifth Semester</b>	<b>Hours</b>
Select two 500-level or higher IMC courses	6
	6
<b>Sixth Semester</b>	<b>Hours</b>
IMC 536	3
Select one 500-level or higher IMC course	3
	6
Total credit hours: 30	

## Areas of Emphasis Offered:

West Virginia University's Integrated Marketing Communications graduate program allows students to specialize with an Area of Emphasis (AOE). These seven specializations broaden a student's knowledge base, making them more competitive in the job market. Included on their academic transcript, an AOE demonstrates expertise in that specific area of specialization.

The IMC program currently offers the following AOE's:

- Creative Strategy (p. 3)
- Data Marketing Communications (p. 3)
- Digital and Social Media (p. 4)
- Healthcare (p. 4)
- Higher Education Marketing (p. 4)
- Management (p. 5)
- Public Relations Leadership (p. 5)

## CREATIVE STRATEGY AREA OF EMPHASIS REQUIREMENTS

The Creative Strategy Area of Emphasis is intended to prepare Reed College of Media IMC graduate students for careers focusing on the creative aspects of integrated marketing communications planning and execution. Students will engage in course work focused on advanced creative concepts, digital storytelling, visual information design and content creation.

Course Requirements. To satisfy the requirements of the Creativity Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

<b>Code</b>	<b>Title</b>	<b>Hours</b>
IMC 525	Advanced Creative Concepts	3
IMC 534	Digital Storytelling	3
IMC 535	Visual Information Design	3
IMC 539	Content Marketing	3
Total Hours		12

## DATA MARKETING COMMUNICATIONS AREA OF EMPHASIS REQUIREMENTS

The Data Marketing Communications AOE is intended to provide access to data-driven coursework for IMC students whose career aspirations include utilizing available data as part of a greater integrated marketing communications strategy. Students will be exposed to course work focused in overarching data marketing communications strategy, audience segmentation, campaign planning and programmatic media buying, and campaign metrics and assessment.

Course Requirements. To satisfy the requirements of the Data Marketing Communications Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

<b>Code</b>	<b>Title</b>	<b>Hours</b>
DMC 460	Introduction to Data Marketing Communications	3
DMC 561	Audience Segmentation	3

DMC 572	Campaign Planning & Programmatic Media Buying	3
DMC 573	Campaign Metrics and Assessment	3
Total Hours		12

\* DMC 460 includes a quantitative assessment and is a prerequisite of all remaining DMC coursework.

## DIGITAL AND SOCIAL MEDIA AREA OF EMPHASIS REQUIREMENTS

The Digital and Social Media AOE is intended to prepare IMC students for careers utilizing digital and social media as part of a greater integrated marketing communications strategy. Students will be exposed to course work focused in social media, web metrics and search engine optimization, digital storytelling and video production.

**Course Requirements.** To satisfy the requirements of the Digital and Social Media Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
IMC 534	Digital Storytelling	3
IMC 541	Social Media and Marketing	3
IMC 542	Web Metrics and Search Engine Optimization	3
IMC 543	Digital Video Production	3
Total Hours		12

## HEALTHCARE AREA OF EMPHASIS REQUIREMENTS

The Healthcare AOE is intended to prepare IMC students for careers utilizing digital and social media as part of a greater integrated marketing communications strategy. Students will be exposed to course work focused in social media, web metrics and search engine optimization, digital storytelling and video production.

**Course Requirements.** To satisfy the requirements of the Healthcare Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
IMC 524	Cause Marketing	3
IMC 527	Healthcare Marketing	3
IMC 539	Content Marketing	3
IMC 546	Augmented Reality & Virtual Reality in IMC	3
Total Hours		12

## HIGHER EDUCATION MARKETING AREA OF EMPHASIS REQUIREMENTS

The Higher Education Marketing AOE is intended to prepare IMC students for careers utilizing integrated marketing communications strategies for student recruitment and institutional branding initiatives. Students will be exposed to course work focused in higher education marketing, multicultural marketing or diversity and inclusion, content marketing and social media.

**Course Requirements.** To satisfy the requirements of the Higher Education Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
IMC 539	Content Marketing	3
IMC 541	Social Media and Marketing	3
IMC 547	Higher Education Marketing	3
Select one of the following:		3

IMC 522	Multicultural Marketing	
IMC 545	Diversity & Inclusion in IMC	
Total Hours		12

## MANAGEMENT AREA OF EMPHASIS REQUIREMENTS

The Area of Emphasis in Management is intended to prepare IMC students to apply their skills in a traditional business administrative setting. Students will be exposed to course work in leadership, ethic, negotiations and management information systems.

**Course Requirements.** In order to satisfy the requirements of the Area of Emphasis, a student must complete the required courses below. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. The courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
Minimum grade of C- is required.		
BADM 622	Financial Statements Analysis	3
BADM 623	Strategy	3
BADM 644	Legal Environment and Ethics	3
Advisor approved business elective		3
Total Hours		12

## PUBLIC RELATIONS LEADERSHIP AREA OF EMPHASIS REQUIREMENTS

The Public Relations Leadership Area of Emphasis in is intended to prepare Reed College of Media IMC graduate students for careers leading the public relations department for a company or running their own PR firm. Students will be exposed to course work focused in applied public relations, crisis communication, internal communications and C-suite leadership.

**Course Requirements.** To satisfy the requirements of the Public Relations Leadership Area of Emphasis, a student must complete the four required courses below. Three of the courses required for an AOE may also be applied to an IMC student's elective requirement, with the fourth taken in addition to the general IMC master's degree requirements. Note, that a cumulative GPA of 2.75 is required for graduation from the IMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
IMC 528	Applied Public Relations	3
IMC 531	Crisis Communication	3
IMC 537	Internal Brand Communication	3
IMC 648	Executive Communication & Leadership	3
Total Hours		12

## Accelerated Bachelor's/Master's Programs

- B.S.J. in Advertising and Public Relations/M.S. in Integrated Marketing Communications (p. 5)
- B.S. in Integrated Marketing Communications/M.S. in Integrated Marketing Communications (p. 9)
- B.S.J. in Journalism/M.S. in Integrated Marketing Communications (p. 11)
- BA in Multidisciplinary Media Studies/M.S. in Integrated Marketing Communications (p. 15)

## B.S.J. in Advertising and Public Relations/M.S. in Integrated Marketing Communications

### Degree Requirements

Code	Title	Hours
University Requirements		33
Non-Journalism/Media Requirements		27
School of Media and Communications Core Requirements		12
Advertising and Public Relations Major Requirements		48
M.S. Integrated Marketing Communications Major Requirements		18
Total Hours		138

## University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 6, and 7		16
MDIA 191	First-Year Seminar	2
<b>General Electives **</b>		<b>15</b>
Total Hours		33

## Non-Journalism/Media Requirements

Code	Title	Hours
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics	3
HIST 153	Making of Modern America: 1865 to the Present	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
English literature or Creative Writing course		3
Two semesters of any foreign language/computer coding course or one language/coding course +study abroad		6
Select one of the following:		3
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
ANTH 105	Introduction to Anthropology	
Total Hours		27

## School of Media and Communications Core Requirements

Code	Title	Hours
A minimum grade of C- is required in School of Media and Communications Core Requirements.		
MDIA 101	Media and Society (may fulfill GEF 4)	3
MDIA 215S	Media Writing (fulfills Writing and Communication Skills Requirement)	3
MDIA 225S	Media Tools & Applications	3
MDIA 328	Media Ethics and Law	3
Total Hours		12

## Advertising and Public Relations Major Requirements

Code	Title	Hours
A minimum grade of C- is required in Advertising and Public Relations Major Requirements.		
ADPR 215	Introduction to Advertising and Public Relations	3
ADPR 421S	Advertising & PR Audience Insights & Analysis	3
Select one of the following capstone courses:		3
ADPR 457S	Martin Hall Agency Experience	
ADPR 459S	Strategic Communication Campaigns for Public Relations and Advertising	
<b>Required Area of Emphasis (12 credits)</b>		<b>12</b>
Select one of the following Areas of Emphasis (details below):		
Advertising (ADV)		
Public Relations (PR)		
<b>Required Minor *</b>		<b>15</b>
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
Total Hours		48

Code	Title	Hours
<b>English Literature or Creative Writing Courses</b>		
English Literature		
ENGL 131	Poetry and Drama	3
ENGL 132	Short Story and Novel	3
ENGL 139	Contemporary African Literature	3
ENGL 154	African American Literature	3
ENGL 156	Literature of Native America	3
ENGL 226	World Literature	3
ENGL 232	Poetry	3
ENGL 233	The Short Story	3
ENGL 234	Drama	3
ENGL 235	Novel	3
ENGL 236	The Bible as Literature	3
ENGL 241	American Literature 1	3
ENGL 242	American Literature 2	3
ENGL 251	American Folklore and Culture	3
ENGL 252	Appalachian Fiction	3
ENGL 254	African American Literature	3
ENGL 257	Science Fiction and Fantasy	3
ENGL 258	Popular American Culture	3
ENGL 261	British Literature before 1800	3
ENGL 262	British Literature 2	3
ENGL 263	Shakespeare 1	3
ENGL 272	Modern Literature	3
ENGL 273	Contemporary Literature	3
ENGL 285	Images of Women in Literature	3
Creative Writing		
ENGL 111	Introduction to Creative Writing	3
ENGL 212	Creative Writing: Fiction	3
ENGL 213	Creative Writing: Poetry	3
ENGL 214	Creative Writing: Non-Fiction	3

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Minors must have 9 hours of unique coursework. Note that some minors require online coursework for which additional fees apply. Students must complete an officially sanctioned minor outside the School of Media and Communications. However, students may pursue the Sport Communication minor, which is offered jointly by the by the College of Creative Arts and Media and the College of Applied Human Sciences. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor. Some minors require 18 hours of coursework instead of 15 hours.

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General Education and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree.

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School of Media and Communications students must take a minimum of 72 credit hours outside of the School of Media and Communications in non journalism/mass communications courses.

## M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		

Select at least three IMC courses 500-level and above	9
IMC 536 Integrated Marketing Communication Campaigns	3
Total Hours	18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 Language Course	3
ADPR 215		3 GEF 2B	4
Language Course		3 Select one of the following:	3
		PSYC 101	
		SOC 101	
		ANTH 105	
	14		16

### Second Year

Fall	Hours	Spring	Hours
Select one of the following according to AOE:		3 JRL 328	3
ADV 315S		ENGL 102	3
PR 324S		STAT 111 (GEF 3)	3
ECON 200		3 Minor Course	3
Elective		3 Elective	3
Minor Course		3	
Elective		3	
	15		15

### Third Year

Fall	Hours	Spring	Hours
HIST 153 (GEF 5)		3 ENGL Literature or Creative Writing Course	3
ADPR 421S		3 GEF 5	3
Select one of the following according to AOE:		3 Minor Course	3
ADV Elective		BCOR 350	3
ADPR 319S		AOE Elective	3
Minor Course		3	
AOE Elective		3	
	15		15

### Fourth Year

Fall	Hours	Spring	Hours
POLS 102		3 Choose one of the following capstones:	3
Minor Course		3 ADPR 457S	
GEF 6		3 ADPR 459S	
IMC 410		3 IMC 511	3
IMC 513		3 IMC 512	3
		GEF 7	3
		Elective	3
	15		15

### Fifth Year

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3



IMC 536	3
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Total credit hours: 138

Students in the ADPR BSJ + IMC MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512 and IMC 513 across both their graduate and undergraduate degrees.

## B.S. in Integrated Marketing Communications/M.S. in Integrated Marketing Communications

### Degree Requirements

Code	Title	Hours
University Requirements		36
B.S. Integrated Marketing Communications Major Requirements		84
M.S. Integrated Marketing Communications Requirements		18
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Total Hours		138

### University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 4, 5, 6, and 7		24
IMC 191	First-Year Seminar	2
General Electives		10
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Total Hours		36

### B.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
A minimum grade of C- is required in Integrated Marketing Communication Major Requirements.		
MDIA 101	Media and Society	3
IMC 215	Principles of Integrated Marketing Communications (IMC)	3
MDIA 215S	Media Writing	3
ACCT 201	Principles of Accounting 1	3
STCM 315	Strategic Advertising and Public Relations Writing	3
or PR 324S	Public Relations Writing and Applications	
BCOR 350	Principles of Marketing	3
ADPR 439	Strategic Social Media	3
MKTG 330	Distribution Channels	3
BCOR 380	Business Ethics	3
ECON 225	Elementary Business and Economics Statistics (GEF 3)	3
ADPR 421S	Advertising & PR Audience Insights & Analysis	3
or MKTG 325	Marketing Research	
MKTG 350	Product and Brand Management	3
ADPR 450	Audience Psychology and Behavior	3
ADV 403	Media Planning/Strategy	3
ADV 491	Professional Field Experience	3
or PR 491	Professional Field Experience	
or MKTG 491	Professional Field Experience	
MDIA 438	Branded Content and Narrative	3
MKTG 400-Level Elective		3
IMC 459	IMC Capstone	3
BCOR 320	Legal Environment of Business	3
IMC 410	Introduction to Integrated Marketing Communications	3

IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
<b>Required Minor *</b>		<b>15</b>
Total Hours		84

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Wholly online minors (which must have 9 distinct hours that aren't applied toward a major requirement) include Agribusiness Management, Child Development, Communication Studies, Criminology, Entertainment Media, Event Planning, Family and Youth, Forensic and Investigative Science, General Business, Health Promotion, History, Hospitality and Tourism Management, Human Services, Infant and Toddler, Music Industry, Political Science, Professional Writing and Editing, Religious Studies, Sport Communication, Sport and Exercise Psychology, Strategic Social Media.

## M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		
Select at least three IMC courses 500-level and above		9
IMC 536	Integrated Marketing Communication Campaigns	3
Total Hours		18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
IMC 191		2 ACCT 201	3
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 GEF 2	3
IMC 215		3 Minor Course 1	3
Elective		3 Elective	3
Elective		1	
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 ECON 225 (GEF 3)	3
BCOR 350		3 ADPR 439	3
STCM 315 or PR 324S		3 BCOR 380	3
GEF 2		3 MKTG 330	3
GEF 4		3 Minor Course 2	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
ADPR 421S or MKTG 325		3 ADV 403	3
MKTG 350		3 MKTG 315 or ADPR 450	3
Minor Course 3		3 Minor Course 4	3
GEF 5		3 GEF 6	3
400-level MKTG Elective		3 Elective	3
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
ADV 491, PR 491, or MKTG 491		3 IMC 459	3

MDIA 438	3 BCOR 320	3
Minor Course 5	3 GEF 7	3
IMC 410	3 IMC 511	3
IMC 513	3 IMC 512	3
		<hr/>
		15

**Fifth Year**

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		<hr/>	
		9	9

Total credit hours: 138

Students in the IMC BS+MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512 and IMC 513 across both their graduate and undergraduate degrees.

## B.S.J. in Journalism/M.S. in Integrated Marketing Communications

### Degree Requirements

Code	Title	Hours
	University Requirements	30
	Non-Journalism/Media Requirements	27
	School of Media and Communications Core Requirements	12
	Journalism Major Requirements	51
	M.S. Integrated Marketing Communications Major Requirements	18
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	Total Hours	138

### University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 6, and 7	16
MDIA 191	First-Year Seminar	2
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	<b>General Electives **</b>	<b>12</b>
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	Total Hours	30

### Non-Journalism/Media Requirements

Code	Title	Hours
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics (GEF 3)	3
HIST 153	Making of Modern America: 1865 to the Present (GEF 5)	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
	English literature or Creative Writing course	3
	Two semesters of any foreign language/computer coding course or one language/coding course +study abroad	6
	Select one of the following:	3
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
ANTH 105	Introduction to Anthropology	
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	Total Hours	27

## School of Media and Communications Core Requirements

Code	Title	Hours
A minimum grade of C- is required in School of Media and Communications Core Requirements.		
MDIA 101	Media and Society (may fulfill GEF 4)	3
MDIA 215S	Media Writing (fulfills Writing and Communication Skills Requirement)	3
MDIA 225S	Media Tools & Applications	3
MDIA 328	Media Ethics and Law	3
Total Hours		12

## Journalism Major Requirements

Code	Title	Hours
A minimum grade of C- is required in Journalism Major Requirements.		
Select three one-credit-hour JRL skills courses, which include, but are not limited to, the following options:		3
JRL 235S	Video Editing	
JRL 236S	Podcast Producing	
JRL 237S	Advanced Video Editing	
JRL 238S	Voice Performance for Broadcasting	
JRL 240S	Immersive Storytelling: AR/VR	
Take each of the following:		
JRL 318S	Beat Reporting	3
JRL 319S	Editing and Curation	3
JRL 341S	Data and Design	3
JRL 458	Interactive Media and Audience Building	3
Select one of the following capstones:		3
JRL 411	Experimental Journalism	
JRL 431S	Multimedia Storytelling	
JRL 459S	Multimedia News Publication	
JRL 487S	Advanced Video Reporting and Producing	
Select two advisor-approved "track" electives from the following or from other advisor-approved upper-level JRL electives:		6
JRL 320S	Advanced Photojournalism	
JRL 340S	Advanced Video Storytelling	
JRL 335S	Video and Audio News Writing	
JRL 426S	Investigative Reporting	
JRL 430S	Social Media and Journalism	
JRL 440S	Documentary Storytelling	
NOTE: JRL 235S must be taken concurrently with JRL 335 and counts as a required one-credit JRL skills course		
JRL 386S	Beginning Video Reporting	
JRL 448S	Digital Publication: Social Video	
JRL 493	Special Topics	
Upper-Division Journalism (JRL) Courses		
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
<b>Required Minor *</b>		<b>15</b>
Total Hours		51

Code	Title	Hours
<b>English Literature or Creative Writing Courses</b>		
English Literature		
ENGL 131	Poetry and Drama	3
ENGL 132	Short Story and Novel	3

ENGL 139	Contemporary African Literature	3
ENGL 154	African American Literature	3
ENGL 156	Literature of Native America	3
ENGL 226	World Literature	3
ENGL 232	Poetry	3
ENGL 233	The Short Story	3
ENGL 234	Drama	3
ENGL 235	Novel	3
ENGL 236	The Bible as Literature	3
ENGL 241	American Literature 1	3
ENGL 242	American Literature 2	3
ENGL 251	American Folklore and Culture	3
ENGL 252	Appalachian Fiction	3
ENGL 254	African American Literature	3
ENGL 257	Science Fiction and Fantasy	3
ENGL 258	Popular American Culture	3
ENGL 261	British Literature before 1800	3
ENGL 262	British Literature 2	3
ENGL 263	Shakespeare 1	3
ENGL 272	Modern Literature	3
ENGL 273	Contemporary Literature	3
ENGL 285	Images of Women in Literature	3
Creative Writing		
ENGL 111	Introduction to Creative Writing	3
ENGL 212	Creative Writing: Fiction	3
ENGL 213	Creative Writing: Poetry	3
ENGL 214	Creative Writing: Non-Fiction	3

\*

Students must complete an officially sanctioned minor outside the College of Media. However, students may pursue the Sport Communication minor, which is offered jointly by the College of Creative Arts and Media and the College of Applied Human Sciences. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor. Some minors require 18 hours of coursework instead of 15 hours, and some minor courses are offered online primarily during summer terms.

\*\*

General Education and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree.

College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/mass communications courses.

## M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		
Select at least three IMC courses 500-level and above:		9
IMC 536	Integrated Marketing Communication Campaigns	3
Total Hours		18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 ENGL Literature or Creative Writing Course	3
MDIA 101 (GEF 4)		3 Language Course	3
MDIA 215S		3 MDIA 225S	3
MDIA 191		2 Elective	3
Language Course		3 GEF 2B	4
		14	16

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 JRL 318S	3
ECON 200		3 HIST 153 (GEF 5)	3
JRL 319S		3 Minor Course	3
Minor Course		3 Elective	3
Select a one-credit-hour JRL Skills Course		1 GEF 6	3
Select one of the following:		3 Select a one-credit-hour JRL Skills Course	1
PSYC 101			
SOC 101			
ANTH 105			
		16	16

### Third Year

Fall	Hours	Spring	Hours
POLS 102		3 BCOR 350	3
JRL 328		3 STAT 111 (GEF 3)	3
Minor Course		3 JRL 458	3
JRL 341S		3 300- or 400-level JRL "track" Elective	3
GEF 7		3 Elective	3
Select a one-credit-hour JRL Skills Course		1	
		16	15

### Fourth Year

Fall	Hours	Spring	Hours
300- or 400-level JRL "track" Elective		3 JRL Capstone Course	3
Minor Course		3 Minor Course	3
IMC 410		3 IMC 511	3
IMC 513		3 IMC 512	3
Elective		3	
		15	12

### Fifth Year

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		9	9

Total credit hours: 138

Students in the IMC BS+MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512 and IMC 513 across both their graduate and undergraduate degrees.

## BA in Multidisciplinary Media Studies/M.S. in Integrated Marketing Communications Degree Requirements

Code	Title	Hours
	University Requirements	57
	Multidisciplinary Media Studies Major Requirements	63
	M.S. Integrated Marketing Communications Major Requirements	18
Total Hours		138

## University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, 6, 7, and 8	31
	First-Year Seminar	1
	General Electives	25
Total Hours		57

## Multidisciplinary Media Studies Major Requirements

Code	Title	Hours
Cumulative GPA of 2.0 or higher required.		
MDIA 119	Reed School Multidisciplinary Orientation	3
MDIA 485S	Reed School Multidisciplinary Capstone	3
A grade of C- or higher must be earned in all minor courses.		
<b>Reed School of Media and Communications Minor **</b>		<b>15</b>
<b>Reed School of Media and Communications Minor **</b>		<b>15</b>
<b>Third Minor</b>		<b>15</b>
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
Total Hours		63

\*

General Education and Elective Credits can vary - students must have a minimum of 120 earned credit hours total to complete the degree.

\*\*

Reed School of Media and Communications minors must be selected from the following: Advertising, Entertainment Media, Event Planning, Health Promotion, Interactive Design for Media, Journalism, Public Relations, Sport Communication, Strategic Social Media. Students must complete unique credit hours for each of their minors. Because courses can only be counted toward one minor, students may replace duplicate course requirements within their School of Media and Communications minors with School of Media and Communications core courses (i.e., MDIA 215S, MDIA 225S, JRL 328).

## M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		
Select at least three IMC electives at the 500-level or above		9
IMC 536	Integrated Marketing Communication Campaigns	3
Total Hours		18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
GEF 2A		4 ENGL 101 (GEF 1)	3
GEF 3		3 GEF 6	3
GEF 5		3 GEF 7	3
First-Year Seminar		1 Elective	3
Electives		4 Elective	3
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 GEF2/Elective	3
MDIA 101 (Media and Society (fulfills GEF 4 and counts toward College of Media Minor I-1))		3 GEF 8	3
MDIA 119		3 Minor I-2	3
GEF 8		3 Minor II-1	3
Elective		3 Minor III-1	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
GEF 8		3 Minor I-4	3
Minor I-3		3 Minor II-3	3
Minor II-2		3 Minor III-3	3
Minor III-2		3 Electives	6
Elective		3	
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
MDIA 485S		3 Minor II-5	3
Minor II-4		3 Minor I-5	3
Minor III-4		3 Minor III-5	3
IMC 410		3 IMC 511	3
IMC 513		3 IMC 512	3
		15	15

### Fifth Year

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		9	9

Total credit hours: 138

**Note:** Some minors may require online course enrollment during Summer terms to complete. Students should check with their advisor about individual minor requirements and expected course availabilities. Additional online course fees apply.

This suggested plan of study assumes three minors requiring 15 unique hours each. Minors that require more than 15 hours can be completed by substituting the extra minor hours in place of elective hours.

Minor courses may not be used to fulfill both a minor requirement and a General Education Foundation requirement, except JRL 101. Minors used as part of the MDS requirements may not be used to complete GEF 8.

Minor courses may not be used to fulfill the requirements for more than one minor. All Reed School of Media and Communications minors and shared college minors must be completed with their own unique hours.



In the event of course overlap between minors, the Writing and Communications Skills Requirement for the Reed School of Media and Communications, JRL 215, may be substituted in place of the overlapped course within one of the minors. When used to fulfill both requirements, the number of credit hours associated with the course will calculate into total earned credit hours only once.

In the event of additional course overlap among minors, JRL 225 (Media Tools & Applications) and/or JRL 328 (Media Law and Ethics) may be used as replacement courses. Other minor course overlaps may be replaced with coursework from the Reed School of Media and Communications at the 200-level or higher, at the approval and discretion of the College.

If completed prior to admission into the program, ADV 215, PR 215, and/or ADPR 215 may be substituted as equivalent 215 coursework within Reed School of Media and Communications minors or shared college minors, at the discretion of the School.

Of total earned credit hours, a minimum of 30 credit hours must be at the 200-level or higher, and an additional minimum of 30 credit hours must be at the 300-level or higher.

A grade of C- or higher must be earned in all major- and minor-required courses.

Students have the option to use elective hours to pursue a fourth minor to complement their studies.

Students in the MDS BA + MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512, and IMC 513 across both their graduate and undergraduate degrees.

## **Major Learning Outcomes**

### **INTEGRATED MARKETING COMMUNICATIONS**

In the WVU IMC program, communications professionals learn to re-align their marketing activities to ensure a constant flow of information to consumers from a variety of media. Upon successful completion of the IMC curriculum, students will be able to:

1. Illustrate critical thinking, creativity and innovation in collaboration with colleagues and in the completion of written assignments.
2. Demonstrate a global and multicultural awareness in the development and implementation of marketing communications strategies.
3. Compare and contrast the benefits and limitations of various qualitative and quantitative research methods relevant to marketing communications.
4. Recognize the roles and implications of law and ethics in marketing communications.
5. Design and organize marketing communications materials in a professional manner consistent with contemporary industry-specific standards.