

Reed School of Media and Communications

Degrees Offered

- Master of Science in Journalism
- Master of Science

Majors

- Data Marketing Communications (M.S.)
- Digital Marketing Communications (M.S.)
- Integrated Marketing Communications (M.S.)
- Journalism (M.S.J.)
- Media Solutions and Innovation (M.S.J.)

Graduate Certificates Offered

- Creative Strategy
- Data Marketing Communications
- Digital and Social Media
- Healthcare Communication
- Higher Education Marketing
- Integrated Marketing Communications
- Public Relations Leadership

The School of Media and Communications is among the oldest journalism programs in the United States. The School has approximately 5,000 graduates, the majority of whom have careers in newspaper journalism, broadcasting, advertising, public relations, or related fields. With its first graduate in 1962, the master of science in journalism program has had a significant number of graduates go on to earn Ph.D.s and teach at the college level.

The School's three online marketing communications master's degree programs, including the master of science in integrated marketing communications program (launched in 2003), the master of science in data marketing communications, (launched in 2017), and the master of science in digital marketing communications (launched in 2020) are all among the first of their kind. These practitioner-focused programs offer leading edge course work reflective of today's industry and are taught by highly experienced and engaged "scholar-practitioner" instructors.

Finally, the School's online program in media solutions and innovation, launched in 2020, is an intensive, cohorted online degree program that can be completed in one year. This master's program is designed to fill an identified need in the market by offering a distinct innovation program that focuses on individual entrepreneurship as an alternative to existing skills-focused "new media" programs, and as a unique graduate-level program that challenges/extends existing "teaching hospital" models in schools of journalism.

Master of Science in Data Marketing Communications Program

The Data Marketing Communications graduate program (<http://dmc.wvu.edu/>) is offered exclusively online with no on-campus classroom attendance required. The curriculum consists of 10 courses and is always evolving to remain current with the industry. Students move through the program in approximately 16 months as a cohort, taking the prerequisite course and the related quantitative assessment exam, followed by eight core courses and one capstone course. Students may choose an area of emphasis (AOE) in Integrated Marketing Communications as well.

Master of Science in Digital Marketing Communications Program

The Digital Marketing Communications graduate program (<https://marketingcommunications.wvu.edu/academics/ms-digital-marketing-communications/>) is offered exclusively online with no on-campus classroom attendance required. The curriculum consists of 10 courses that can be completed in an accelerated one-year schedule, in a full time schedule taking approximately 16 months or in a part-time schedule taking 2 calendar years. Students can earn numerous recognized industry certifications concurrently while completing their coursework.

Master of Science in Integrated Marketing Communications Program

The Integrated Marketing Communications (IMC) graduate program (<https://marketingcommunications.wvu.edu/academics/ms-integrated-marketing-communications/>) was the first online graduate program in integrated marketing communications in the world and continues to be offered exclusively online with no on-campus classroom attendance required. Established in 2003, the program's curriculum today requires an introductory course, three core courses, two specialty courses (selected from four options), three electives (chosen from around 30 options) and a capstone experience. There are numerous options available for students who wish to complete the program in a little over one year, most commonly in a full-time schedule taking approximately 16 months or in a part time schedule taking 2 calendar years or longer. Students may also specialize by choosing a professional area

of emphasis (AOE) as well, including creative strategy, data marketing communications, digital and social media, healthcare communication, higher education marketing, management, and public relations leadership.

Master of Science in Journalism Program

The Master of Science in Journalism (MSJ) program (<https://mediacollege.wvu.edu/academics/graduate-programs/ms-journalism/>) is a traditional, on-campus graduate experience. The MSJ program offers students the choice of two tracks: the teaching research track for persons who may want 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 individual students reach their potential as practitioners, teachers, or scholars in mass communications, prepares a graduate not only for a first job but also for long-term productive career development. Curricular areas of emphasis (AOEs) and applied skills courses allow students to excel in their chosen professions.

Master of Science in Media Solutions and Innovation

The Master of Science in Media Solutions and Innovation program (<https://mediacollege.wvu.edu/academics/graduate-programs/ms-media-solutions-and-innovation/>) is a one-year, fully-online master's degree with no on-campus classroom attendance required. The curriculum explores disruptions in today's media industry and how to build industry partners to assist in research and development, discovery, and creating targeted solution pathways to address some of the most challenging media problems.

Assistantships

A small number of competitive assistantships may be available through the School of Media and Communications each year. These positions pay stipends, cover health insurance, and provide remission of a portion of tuition. School of Media and Communications graduate assistants help professors with teaching courses, complete service learning projects or research, manage equipment, and supervise broadcast and computer laboratories. Marketing communications-related assistantships may also be available in other departments across the WVU campus.

FACULTY

DIRECTOR

- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
Vice Dean; Widmeyer Professor in Public Relations

ASSOCIATE DIRECTOR

- Emily Hughes Corio - M.S.J. (West Virginia University)
Teaching Professor, Television Journalism and Podcasting

PROFESSORS

- Joel Beeson - Ph.D. (Union College and University)
Visual Journalism and Documentary
- Dana Coester - M.A. (University of Missouri-Columbia)
Media Innovation, Entrepreneurship, Audience Engagement
- Geah Pressgrove - Ph.D. (University of South Carolina)
Public Relations, Advocacy, Strategic Communications
- Maryanne Reed - M.S. (Northwestern University)
Television Journalism

TEACHING PROFESSORS

- Robert Britten - Ph.D. (University of Missouri)
Data and Visual Journalism, Media Literacy
- Gina Martino Dahlia - M.S.J. (West Virginia University)
Television Journalism
- Elizabeth Oppe - Ph.D. (Ohio University)
Media and Society, Public Relations, Sports

ASSOCIATE PROFESSORS

- Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)
Public Relations, Community Branding, Strategic Communications
- Julia Fraustino - Ph.D. (University of Maryland)
Public Interest Communications, Public Relations, Strategic Communications

- Lois Raimondo - M.A. (University of Missouri-Columbia)
Visual, Photojournalism

TEACHING ASSOCIATE PROFESSORS

- Ashton Marra - M.S. (West Virginia University)
Integrated Marketing Communication
- Mary Kay McFarland - M.S. (University of Missouri-Columbia)
Visual and Multimedia Journalism
- Catherine Mezera - M.S.J. (West Virginia University)
Advertising, Public Relations
- David Smith - M.A. (West Virginia University)
Experimental, Augmented and Virtual Reality Storytelling

ASSISTANT PROFESSORS

- Joseph Jones - Ph.D. (University of Missouri)
Ethics, Law, Media and Society

TEACHING ASSISTANT PROFESSORS

- Chuck Scatterday - M.S.J. (West Virginia University)
Shott Teaching Assistant Professor, Sports and Adventure Media
- Jesse Wright - B.S.J. (West Virginia University)
Audio Broadcasting and Reporting

INSTRUCTORS

- Aaron Hawley - M.S.J. (West Virginia University)
Multidisciplinary Media Studies

Admissions

Those interested in learning about and applying to the master of science in journalism program should contact the Director of Graduate Studies in the School of Media and Communications.

Students interested in the online marketing communications graduate programs, including the master of science in data marketing communications, master of science in digital marketing communications, and master of science in integrated marketing communications should contact the Assistant Dean of Online Programs via email at chad.mezera@mail.wvu.edu or phone at 304-293-5903.

Students interested in the master of science in media solutions and innovation program should contact Professor Dana Coester, via e-mail at dana.coester@mail.wvu.edu.

The WVU Admissions online catalog is available at <https://graduateadmissions.wvu.edu/>. The College of Creative Arts and Media website is available at <https://creativeartsandmedia.wvu.edu>.