

Media Solutions and Innovation, M.S.J.

Degree Offered

- Master of Science in Journalism

Nature of the Program

The Media Solutions and Innovation graduate program explicitly prepares students to become media strategists and futurists who can function as change agents and adaptive leaders within the industry. Our 15-month online master's degree program helps students learn about the disruptions in the 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.

This master's program is designed to fill an identified need in the market by offering a flexible 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. The program is taught by a diverse faculty who are recognized leaders in their fields.

Publisher Path

Students focus on an individually designed, hands-on immersion in addressing emerging challenges in media publishing, from how to create a start-up digital media product to enhancing skills in media leadership, news product development, audience engagement and analytics and more. After completing their core courses, students will apply course learning in a comprehensive project addressing a unique challenge for a start-up, a new media product or an existing real-world media publication.

Graduate Assistantships

Students in the Media Solutions program who secure a graduate assistant position at any academic or non-academic unit on campus will be eligible to receive a waiver of University tuition for Media Solutions courses, as well as any stipend/compensation offered by the unit hosting the position. For complete information on graduate assistant options at WVU, please visit the Graduate Education Assistantships webpage (<https://graduateeducation.wvu.edu/grad-life/graduate-assistantships/>).

Program Format

The program's academic schedule consists of 6 terms completed over 15 months: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May), Summer (May–June) and Fall (August–December).

Admissions for 2025-2026

Admission to the Innovations and Media Solutions – Publishing Path program is based on a holistic, case-by-case analysis of the applicant's WVU Graduate Application for Admission, academic record (undergraduate transcript), years of relevant professional experience (resume), and writing ability and intent (personal statement).

Students are admitted to the program once per year in the Summer admission term. All applications received by the application priority deadline will be considered, and accepted students will be notified by the corresponding priority acceptance notification date.

Major Code: 3748

Degree Requirements

Code	Title	Hours
Minimum cumulative GPA of 3.0 is required for graduation.		
A grade of C# or better is required in all courses.		
MDIA 610	Disruptions & Trends in Media Enterprise	3
MDIA 612	Emergent Issues in Media Ethics and Law	3
MDIA 614	Audience Development	3
MDIA 618	Community Journalism	3
MDIA 619	Product Development for Newsrooms	3
MDIA 620	Next Gen News Analytics	3
Community Based Field Experience		6
MDIA 689	Community Based Field Experience	
MDIA 695	Independent Study	2

MDIA 697	Research	4
Total Hours		30

Accelerated Bachelor's/Master's Program

- B.S.J. in Journalism/M.S.J. in Media Solutions and Innovation

Degree Requirements

Code	Title	Hours
University Requirements		28
Non-Journalism/Media Requirements		27
School of Media and Communications Core Requirements		12
Journalism Major Requirements		53
MESO Requirements		16
Total Hours		136

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
General Electives		10
Total Hours		28

Non-Journalism/Media Requirements

Code	Title	Hours
HIST 153	Making of Modern America: 1865 to the Present	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics	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
ANTH 105	Introduction to Anthropology	
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
Total Hours		27

School of Media and Communications Core Requirements

Code	Title	Hours
MDIA 101	Media and Society	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
JRL 528	Media Ethics and Law	3
Total Hours		12

BSJ Degree 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 236S	Podcast Producing	

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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 531	Multimedia Reporting	
JRL 587S	Advanced Video Reporting and Producing	
JRL 559S	Multimedia News Publication	
Select two advisor-approved "track" electives from the following or from other advisor-approved upper-level JRL electives:		6
JRL 320S	Advanced Photojournalism	
JRL 321S	Media Design	
JRL 426S	Investigative Reporting	
JRL 335S	Video and Audio News Writing	
JRL 340S	Advanced Video Storytelling	
JRL 386S	Beginning Video Reporting	
JRL 430S	Social Media and Journalism	
JRL 440S	Documentary Storytelling	
JRL 593	Special Topics	
Required Minor		15
Shared Graduate Electives		
MDIA 528	Emergent Issues in Media Ethics & Law	3
MDIA 510	Disruptions & Trends in Media Enterprise	3
MDIA 518	Community Journalism	3
MDIA 519	Product Development for Newsrooms	3
MDIA 595	Independent Study	2
Total Hours		53

MESO Requirements

Code	Title	Hours
A minimum GPA of 3.0 is required in all courses		
A grade of C# or better is required in all courses.		
MDIA 514	Audience Development	3
MDIA 520	Next Gen News Analytics	3
Community Based Field Experience		6
MDIA 689	Community Based Field Experience	
MDIA 697	Research	4
Total Hours		16

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
JRL 191		2 ENGL Literature or Creative Writing course	3
MDIA 101 (GEF 4)		3 Language Course	3
MDIA 215S		3 GEF 2B	4
ENGL 101 (GEF 1)		3 Select one of the following:	3
Language Course		3 ANTH 105	
		PSYC 101	

		SOC 101		
		General Elective		3
		14		16
Second Year				
Fall	Hours	Spring		Hours
One-credit-hour JRL Skills course		1 JRL 318S		3
MDIA 225S		3 GEF 6		3
Elective		3 HIST 153		3
ENGL 102 (GEF 1)		3 General Elective		3
BCOR 350		3 Minor Course		3
One-credit-hour JRL Skills Course		1		
		14		15
Third Year				
Fall	Hours	Spring		Hours
JRL 319S		3 STAT 111		3
GEF 7		3 Minor Course		3
JRL 341S		3 Electives		3
POLS 102		3 ECON 200		3
Minor Course		3 JRL "track" elective		3
One credit-hour-hour JRL Skills Course		1		
		16		15
Fourth Year				
Fall	Hours	Spring		Hours
JRL 458		3 JRL Capstone Course		3
JRL 528		3 Minor Course		3
Minor Course		3 MDIA 519		3
Elective		1 JRL "track" elective		3
MDIA 514		3		
		13		12
Fifth Year				
Fall	Hours	Spring		Hours
MDIA 595		1 Field Experience		6
MDIA 518		3 MDIA 689		
MDIA 510		3 MDIA 697		4
MDIA 520		3 MDIA 595		1
		10		11

Total credit hours: 136

Major Learning Outcomes

MEDIA SOLUTIONS AND INNOVATION

Upon completion of this program students will be able to:

1. Understand the basic principles of innovation theories as applied to media practice.
2. Understand current and emerging technology and digital platforms and their implications for media practice.
3. Understand problems in law and ethics in media practice related to new technology.
4. Solve problems in content acquisition and creation in media production using new technology.
5. Solve problems in audience development, monetization and distribution using new technology.
6. Practice advanced project management across diverse teams in media organizations.
7. Produce innovative media products using advanced digital storytelling techniques such as Virtual Reality, Augmented Reality, Artificial Intelligence, and other interactive media.
8. Design and conduct research to solve current and emerging industry problems.
9. Communicate key insights and forecasting data regarding adoption of new technology and new digital practice to decision makers.

10. Explain how media organizations use current methods such as social media, mobile-first content, algorithms, AI and 'bots', and a range of industry-standard analytics tools to conduct audience-building.