

Data Marketing Communications, M.S.

Department website: <https://marketingcommunications.wvu.edu/academics/ms-data-marketing-communications> (<https://marketingcommunications.wvu.edu/academics/ms-data-marketing-communications/>)

Degree Offered

- Master of Science

Nature of the Program

As more organizations recognize the need for data-driven marketing campaigns, marketers are working alongside data specialists who collect data at all stages of the marketing process. Marketing communications professionals then use that data to predict future behaviors, make data-driven decisions to attract and retain consumers, and measure outcomes to determine what's successful — and what isn't.

The WVU Reed College of Media's Data Marketing Communications graduate program (<http://dmc.wvu.edu>) is designed for professionals who are passionate about the marketing communications profession — we bring together those who aspire to be leaders in the field of using data to achieve marketing communications results. In this program, students earn a practical, in-demand degree focused on bridging the gap between data scientists and communicators to reach key audiences. They understand how technology and users are changing and are dedicated to learning the skills needed to make data-driven decisions in order to measure productivity and increase ROI. Many academic programs that address this emerging industry need focus on statistics professionals or computer programmers. The Data Marketing Communications program is neither; it is completely designed to support today's marketer.

The Data Marketing Communications program is completely online with no on-campus classroom attendance required. Curriculum consists of 10 courses and can be completed in 16 months. Requirements include the prerequisite course and quantitative assessment exam, followed by eight core courses, and finally a capstone course.

The program offers a specialization with an Area of Emphasis in Integrated Marketing Communications (<https://marketingcommunications.wvu.edu/academics/ms-data-marketing-communications/>).

Data Marketing Communications instructors are recognized leaders in their fields. These scholar-practitioners provide a carefully balanced blend of academic theory and the practical skills today's marketers need. They teach our "learn-it-today, use-it-tomorrow" curriculum, which provides valuable, practical knowledge that can be immediately applied to a student's current career. Most students continue to work full-time while earning their degree.

All courses are asynchronous, allowing students to participate at any time, from anywhere in the world. While no on-campus residency is required to complete the degree, the program hosts an annual Integrate conference to provide students and faculty an opportunity to network in-person and explore the latest innovations in the ever-changing marketing communications landscape. Learn more about the program's Integrate Conference (<http://integrate.wvu.edu>).

Graduate Assistantships

Students in the Data Marketing Communications program who secure a graduate assistant position at any academic or non-academic unit on campus will be eligible to receive a waiver equivalent to the University tuition portion of their total tuition for coursework, as well as any stipend/compensation offered by the unit hosting the position. Payment of the remaining Program Tuition and Online Learning Fee is the student's responsibility. 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 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

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.

Admission Requirements 2024-2025

The Admission Requirements above will be the same for the 2024-2025

Major Code: 4935

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		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

Integrated Marketing Communications Area of Emphasis Requirements

The Integrated Marketing Communications AOE is intended to prepare non-IMC students for careers utilizing an integrated marketing communications strategy. Students will be exposed to course work focused in IMC, audience insight and behavior, brand management and emerging media.

Course Requirements. To satisfy the requirements of the Integrated Marketing Communications Area of Emphasis, a student must complete the four required courses below.

- For MBA students, two of the courses required for an AOE in IMC may also be applied to a student's elective requirement, with the other two taken in addition to their MBA degree requirements. Note that a cumulative GPA of 3.0 is required for graduation from the Online Hybrid MBA 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 3.0) in the MBA program.
- For DMC students, one of the courses required for an AOE may also be applied to an DMC student's elective requirement, with the other three 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 DMC 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 410	Introduction to Integrated Marketing Communications	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
IMC 519	Emerging Media and the Market	3
Total Hours		12

EMBA students who elect to enroll in this Area of Emphasis will be required to complete IMC 410 before moving on to the other courses in the Area of Emphasis.

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.