Master of Science in Data Marketing Communications

Degree Offered
- Master of Science

Overview
Data-driven marketing campaigns are rapidly becoming the industry standard. Organizations are realizing a greater need for marketers who are literate in data-driven marketing communications to bridge the gap between data scientists and communicators. The WVU Reed College of Media’s Data Marketing Communications (DMC) graduate program (http://dmc.wvu.edu) produces critical thinkers who utilize available data to inform their strategic decisions, from campaign planning and development to measuring ROI and communicating success. Until now, academic programs that address this emerging industry need are designed either for statistics professionals or computer programmers. Our program is neither; it is completely designed around the marketer.

The DMC program is offered exclusively online with no on-campus classroom attendance required. The DMC curriculum currently consists of 11 courses and is always evolving and changing to stay current with the industry. Students move through the program in 16 months as a cohort, taking the prerequisite course and the related Quantitative Assessment Exam, followed by eight core courses taken in thematically paired blocks, one elective and one capstone course.

In the WVU DMC program, communications professionals learn how to integrate data and quantitative processes into their organizations to support key decision-making about communications initiatives. Students earn a practical and in-demand degree to bridge the gap between data scientists and communicators and help their organizations reach their key audiences and stakeholders. Graduates of the DMC program will be able to meet employer needs by being literate in the many ways data can be utilized to support marketing communication decision-making.

The program is taught by a diverse faculty who are recognized leaders in their fields.

Graduate Assistantships
Students in the DMC 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 DMC 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 (http://graduateeducation.wvu.edu/funding-and-cost/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).

Admission
Admission to the Data Marketing Communications online graduate program at West Virginia University is highly competitive and the total number of available seats for each entry term is limited. Admission to the program is based on a holistic, case-by-case analysis of the applicant’s WVU Graduate Application for Admission, academic record (undergraduate transcript), GRE or GMAT scores, years of relevant professional experience (resume), and writing ability and intent (personal statement).

Students are currently admitted to the DMC program twice per year, in Early Fall (August) and Early Spring (January).

Visit the DMC website (http://dmc.wvu.edu) for comprehensive information about the online graduate program, including faculty biographies, curriculum and course information, details on the application and admissions process, and to register for a free online information session.

Completion of DMC 660 and related Quantitative Assessment Exam is required before DMC students can proceed to the rest of the core courses.

Degree Requirements
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
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMC 660</td>
<td>Introduction to Data Marketing Communications</td>
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Core Courses
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>DMC 661</td>
<td>Audience Segmentation</td>
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DMC 662 Message Customization 3
DMC 663 Brand Data Collection & Visualization 3
DMC 664 Social Media Optimization 3
DMC 671 Data Management Platforms 3
DMC 672 Campaign Planning & Programmatic Media Buying 3
DMC 673 Campaign Metrics and Assessment 3
DMC 674 Messaging for Customer Relationship Management 3

DMC Elective Courses
Select one DMC or IMC course at the 600-level or above from the list below 3

DMC 681 B2B Programmatic Marketing Communications
DMC 682 Creativity and Data
DMC 683 Data Communication and Visualization for the Client
DMC 684 Digital Marketing Communication Channels
IMC 617 Consumer Sales Promotion
IMC 626 Business-to-Business Direct Marketing
IMC 628 Applied Public Relations
IMC 629 Mobile Marketing
IMC 635 Visual Information Design
IMC 641 Social Media and Marketing
IMC 642 Web Metrics and Search Engine Optimization

Capstone Course

DMC 680 Data Marketing Communications Campaigns 3

Total Hours 33

* Students complete the DMC 660 course and quantitative post-test in their first term in the program. Following successful completion of DMC 660, students will proceed through the courses in ordered blocks of DMC 661 & 662, 663 & 664, 671 & 672, and 673 & 674. Introductory course, elective course and campaigns course are all taken as stand-alone courses in the applicable semesters.

Upon successful completion of DMC 680 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

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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
<th>Summer</th>
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<td>DMC 663</td>
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<td>DMC 672</td>
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<td>Elective Course</td>
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### Second Year

<table>
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<td>DMC 674</td>
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<td>Late Fall Part of Term</td>
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<td>DMC 680</td>
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Total credit hours: 33
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.