Digital Marketing Communications, M.S.

Degree Offered

- Master of Science

Nature of the Program

The Digital Marketing Communications (https://marketingcommunications.wvu.edu/academics/ms-digital-marketing-communications/) graduate program is offered exclusively online with no on-campus classroom attendance required. Students may select between an intense, one-year completion plan, as well as a more flexible schedule that allows them to balance between other personal and professional responsibilities while completing the program over 18 months to two years.

In the Digital Marketing Communications master's program, students will gain the knowledge and skills to communicate and create dialogue with today's modern audience. Program topics also include building trust, selling, and maximizing customer long-term value/creating customer advocates who bring you more customers.

The program is taught by a diverse instructors who are recognized leaders in their fields. These scholar-practitioners provide a carefully balanced blend of academic theory and practical skills. 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. Many Digital Marketing Communications students continue to work full-time while earning their degree.

All Digital Marketing Communications program courses are asynchronous, enabling students to participate at any time, from anywhere in the world. While no on-campus residency is required to complete the degree, the Reed College of Media hosts an annual 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 Integrate Conference (https://integrate.wvu.edu/).

Graduate Assistantships

Students in the Digital Marketing Communications major who secure a graduate assistant position in 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 Digital Marketing Communications 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.

Double Majors

Due to overlapping curricula and an accelerated course load students are not permitted to double-major in Digital Marketing Communications and Integrated Marketing Communications or Data Marketing Communications.

Program Format

The program's academic year consists of five accelerated terms corresponding to the University's existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Admissions

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

Students are admitted to the Digital Marketing Communications program three times per year, in the Early Fall (August), Early Spring (January) and Summer (May) admission terms. The Digital Marketing Communications program utilizes a rolling admissions process and qualified applicants will be reviewed and admitted as their applications are received.

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

Visit the Digital Marketing Communications website (https://marketingcommunications.wvu.edu/academics/ms-digital-marketing-communications/) for comprehensive information, including faculty biographies, 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/).

Admission Requirements 2024-2025

The Admission Requirements above will be the same for the 2024-2025 Academic Year.
Major Code: 4938

Degree Requirements

A minimum cumulative GPA of 2.75 is required.
A minimum grade of C- is required in all courses provided that a cumulative GPA of 2.75 is maintained.

Prerequisite Coursework

IMC 440  Introduction to Digital Marketing Communication  3

Core Coursework

DMC 561  Audience Segmentation  3
DMC 565  Customer Engagement Ethics & Strategies  3
DMC 573  Campaign Metrics and Assessment  3
IMC 534  Digital Storytelling  3

Elective Coursework

Select three of the following:
- IMC 519  Emerging Media and the Market
- IMC 529  Mobile Marketing
- IMC 541  Social Media and Marketing
- IMC 542  Web Metrics and Search Engine Optimization
- IMC 546  Augmented Reality & Virtual Reality in IMC

Production Coursework

Select one of the following:
- IMC 543  Digital Video Production
- IMC 693  Special Topics

Capstone Requirement

IMC 544  Digital Marketing Communication Campaigns  3

Total Hours  30

* Completion of IMC 440 students can proceed to the rest of the curriculum.
** Upon successful completion of IMC 544 in the student's final term, the student will graduate from the program.

Suggested Plan of Study

First Year

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Total credit hours: 30

Note: Spring Admits will take the same courses in the same order but will start in a Spring semester and graduate at the conclusion of the following Fall semester.

It should be noted the plan of study above relies on accelerated semesters where two accelerated semesters can be completed within the "traditional" fall and spring semesters.

Major Learning Outcomes

DIGITAL MARKETING COMMUNICATIONS

Graduate of the Digital Marketing Communications program will:
1. Evaluate the importance of digital media, how they are reshaping the world in which we communicate, and how marketing communications practitioners can reach and cultivate an audience through digital channels.

2. Define and segment target markets based on Establish marketing communications objectives and define target markets that can be reached through digital media and brand storytelling.

3. Utilize key performance indicators that define a digital campaign’s goals and determine ROI.

4. Recognize the roles and implications of law and ethics in digital media and marketing communications through digital channels.

5. Design and organize digital marketing communications plans in a professional manner consistent with contemporary industry-specific standards.