

Media Solutions and Innovation

Degree Offered

- Master of Science in Journalism

The Media Solutions graduate program is a 12-month degree program offered in a hybrid online/on-campus format, with one semester in the field for the Capstone practicum experience.

This program is designed to produce practical, research-driven collaborations between the Reed College of Media, master's degree candidates and industry partners. Students in this program will learn about the disruptions in the media industry and will partner with industry to assist in research and development, discovery, and creating targeted solution pathways to address some of the industry's most challenging problems. In addition to producing applied research and hands-on, practical solutions for current and anticipated industry problems, this curriculum explicitly prepares students to become media strategists and futurists who can function as change agents and adaptive leaders within the industry. Graduates will master these qualities and know how to use them in a variety of media contexts, whether small or large, new or legacy outlets.

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

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.

PROGRAM FORMAT

The program's academic year consists of three terms corresponding to the University's existing parts of term: Fall (August–December), Spring (January–May) and Summer (May–August).

Admission

Like all premier academic programs, admission to the Media Solutions 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 applicants' WVU Graduate Application for Admission, academic record (undergraduate transcript), GRE or GMAT scores, years of relevant professional experience (resume), writing ability and intent (personal statement), professional and/or academic references (letters of recommendation) and their demonstrated proficiency in media tools through a portfolio or from completed coursework.

Students are admitted to the Media Solutions program once per year, in the Fall (August) 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.

Degree Requirements

Minimum cumulative GPA of 3.0 is required for graduation.

A grade of C# or better is required in all courses.

MESO 610	Disruption and Trends in the Media Enterprise	3
MESO 611	Design Thinking for Creative Problem Solving	3
MESO 612	Emergent Issues in Media Ethics and Law	3
MESO 613	New Tools and Applications, Intermediate	3
Select three MESO, IMC or DMC courses at the 600-level or above from the list below		9
MESO 614	Audience Development	
MESO 615	Social Media: New Forms and Practice	
MESO 616	New Economic Models	
MESO 617	Database and Dataviz Journalism	
DMC 664	Social Media Optimization (Social Media Optimization)	
IMC 629	Mobile Marketing	
IMC 641	Social Media and Marketing	
IMC 612	Audience Insight	
IMC 633	Entrepreneurship in Integrated Marketing Communication	
IMC 642	Web Metrics and Search Engine Optimization	
IMC 693W	Special Topics	

IMC 693	Special Topics	
MESO 697	Research	6
MESO 698	Capstone	3
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Total Hours		30

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.