Media Solutions and Innovation, M.S.J.

Department website: https://mediacollege.wvu.edu/graduate/media-solutions-innovation

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 12-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 distinct 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 complete the program in a NewStart (https://newstart.wvu.edu) cohort, taking classes sequentially. Students will first complete an introductory course, followed by eight core courses taken in thematically-paired blocks of two. After completing their core courses, students will take the capstone course, which includes a hands-on research immersion into a news organization. The program’s capstone course synthesizes all students have learned into one comprehensive project — researching and creating a business plan and audience development strategy for a 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/graduate-assistants/).

Program Format

The program’s academic schedule consists of 6 terms completed over one calendar year: Summer (June-August), Early Fall (August–October), Late Fall (October-December, Early Spring (January–March), Late Spring (March-May) and Summer (May–June).

Admissions

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: 4965

Degree Requirements

Minimum cumulative GPA of 3.0 is required for graduation.

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

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MDIA 610</td>
<td>Disruptions &amp; Trends in Media Enterprise</td>
<td>3</td>
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<tr>
<td>MDIA 612</td>
<td>Emergent Issues in Media Ethics and Law</td>
<td>3</td>
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<tr>
<td>MDIA 614</td>
<td>Audience Development</td>
<td>3</td>
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<tr>
<td>MDIA 618</td>
<td>Community Journalism</td>
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<tr>
<td>MDIA 619</td>
<td>Coding for Newsrooms</td>
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<td>MDIA 620</td>
<td>Next Gen News Analytics</td>
<td>3</td>
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<td></td>
<td>Community Based Field Experience</td>
<td>6</td>
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<tr>
<td>MDIA 689</td>
<td>Community Based Field Experience</td>
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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.