

Reed College of Media

Degrees Offered

- Master of Science in Journalism
- Master of Science

Majors

- Data Marketing Communications (M.S.)
- Digital Marketing Communications (M.S.)
- Integrated Marketing Communications (M.S.)
- Journalism (M.S.J.)
- Media Solutions and Innovation (M.S.J.)

The College of Media has two prime locations on campus: its "home" is located on the downtown campus in Martin Hall, WVU's oldest building (constructed in 1870), and its new 10,000 square-foot Media Innovation Center is located on the nearby Evansdale campus, close to programs focusing on the arts, engineering and health care.

Established in 1939, the College of Media is among the oldest journalism programs in the United States. The college has approximately 5,000 graduates, the majority of whom have careers in newspaper journalism, broadcasting, advertising, public relations, or related fields. With its first graduate in 1962, the master of science in journalism program has had a significant number of graduates go on to earn Ph.D.s and teach at the college level.

The college's three online marketing communications master's degree programs, including the master of science in integrated marketing communications program (launched in 2003), the master of science in data marketing communications, (launched in 2017), and the master of science in digital marketing communications (launched in 2020) are all among the first of their kind. These practitioner-focused programs offer leading edge course work reflective of today's industry and are taught by highly experienced and engaged "scholar-practitioner" instructors.

Finally, the college's online program in media solutions and innovation, launched in 2020, is an intensive, cohorted online degree program that can be completed in one year. 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.

Master of Science in Data Marketing Communications Program

The Data Marketing Communications graduate program (<http://dmc.wvu.edu/>) is offered exclusively online with no on-campus classroom attendance required. The curriculum consists of 10 courses and is always evolving to remain current with the industry. Students move through the program in approximately 16 months as a cohort, taking the prerequisite course and the related quantitative assessment exam, followed by eight core courses and one capstone course. Students may choose an area of emphasis (AOE) in Integrated Marketing Communications as well.

Master of Science in Digital Marketing Communications Program

The Digital Marketing Communications graduate program (<https://marketingcommunications.wvu.edu/academics/ms-digital-marketing-communications/>) is offered exclusively online with no on-campus classroom attendance required. The curriculum consists of 10 courses that can be completed in an accelerated one-year schedule, in a full time schedule taking approximately 16 months or in a part-time schedule taking 2 calendar years. Students can earn numerous recognized industry certifications concurrently while completing their coursework.

Master of Science in Integrated Marketing Communications Program

The Integrated Marketing Communications (IMC) graduate program (<https://marketingcommunications.wvu.edu/academics/ms-integrated-marketing-communications/>) was the first online graduate program in integrated marketing communications in the world and continues to be offered exclusively online with no on-campus classroom attendance required. Established in 2003 by the Reed College of Media, the program's curriculum today requires an introductory course, three core courses, two specialty courses (selected from four options), three electives (chosen from around 30 options) and a capstone experience. There are numerous options available for students who wish to complete the program in a little over one year, most commonly in a full-time schedule taking approximately 16 months or in a part time schedule taking 2 calendar years or longer. Students may also specialize by choosing a professional area of emphasis (AOE) as well, including creative strategy, data marketing communications, digital and social media, healthcare communication, higher education marketing, management, and public relations leadership.

Master of Science in Journalism Program

The Master of Science in Journalism (MSJ) program (<https://mediacollege.wvu.edu/academics/graduate-programs/ms-journalism/>) is a traditional, on-campus graduate experience. The MSJ program offers students the choice of two tracks: the teaching research track for persons who may

want to pursue a doctoral degree and the professional track for those who wish to enhance their professional opportunities in some area of mass communications. This program, designed to help individual students reach their potential as practitioners, teachers, or scholars in mass communications, prepares a graduate not only for a first job but also for long-term productive career development. Curricular areas of emphasis (AOEs) and applied skills courses allow students to excel in their chosen professions.

Master of Science in Media Solutions and Innovation

The Master of Science in Media Solutions and Innovation program (<https://mediacollege.wvu.edu/academics/graduate-programs/ms-media-solutions-and-innovation/>) is a one-year, fully-online master's degree with no on-campus classroom attendance required. The curriculum explores disruptions in today's 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.

Assistantships

A small number of competitive assistantships may be available through the college each year. These positions pay stipends, cover health insurance, and provide remission of a portion of tuition. College of Media graduate assistants help professors with teaching courses, complete service learning projects or research, manage equipment, and supervise broadcast and computer laboratories. Marketing communications-related assistantships may also be available in other departments across WVU's campus.

ADMINISTRATION

PROVOST

- Maryanne Reed - M.S. (Northwestern University)
Professor

DEAN

- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
Professor

ASSISTANT DEANS

- Chad Mezera - M.S. (West Virginia University)
Online Programs

DIRECTOR OF GRADUATE STUDIES

- Steve Urbanski - Ph.D. (Duquesne University)
Associate Professor

Admissions

Those interested in learning about and applying to the master of science in journalism program should contact the Director of Graduate Studies via e-mail at steve.urbanski@mail.wvu.edu.

Students interested in the online marketing communications graduate programs, including the master of science in data marketing communications, master of science in digital marketing communications, and master of science in integrated marketing communications should contact the Assistant Dean of Online Programs via email at chad.mezera@mail.wvu.edu or phone at 304-293-5903.

Students interested in the master of science in media solutions and innovation program should contact the Program Director, Professor Dana Coester, via e-mail at dana.coester@mail.wvu.edu.

The WVU Admissions online catalog is available at <https://graduateadmissions.wvu.edu/>. Written requests for answers may also go to WVU, Reed College of Media, 112 Martin Hall, P.O. Box 6010, Morgantown, WV 26506-6010.

The Reed College of Media's main office telephone number is (304) 293-3505.

Students interested in the online marketing communications graduate certificate programs should contact Assistant Dean of Online Programs, Chad Mezera, via email at chad.mezera@mail.wvu.edu or phone at 304-293-5903.

Certificate Programs

- Creative Strategy (http://catalog.wvu.edu/graduate/graduatecertificates/creative_strategy/)
- Data Marketing Communications (<http://catalog.wvu.edu/graduate/graduatecertificates/dmc/>)
- Digital and Social Media (http://catalog.wvu.edu/graduate/graduatecertificates/digital_and_social_media/)
- Healthcare Communication (http://catalog.wvu.edu/graduate/graduatecertificates/healthcare_communication/)

- Higher Education Marketing (http://catalog.wvu.edu/graduate/graduatecertificates/higher_ed_marketing/)
- Integrated Marketing Communications (<http://catalog.wvu.edu/graduate/graduatecertificates/imc/>)
- Public Relations Leadership (http://catalog.wvu.edu/graduate/graduatecertificates/pr_leadership/)

Courses

- Advertising (ADV) (p. 3)
- Advertising and Public Relations (ADPR) (p.)
- Data Marketing Communications (DMC) (p.)
- Integrated Marketing Communications (IMC) (p.)
- Journalism (JRL) (p.)
- Media Studies and Technology (MDIA) (p.)
- Public Relations (PR) (p.)
- Strategic Communication (STCM) (p.)

ADVERTISING (ADV)

ADV 521. Mass Communication Research. 3 Hours.

Introduction to use of marketing research as a campaign strategy, research methodologies, and the generation, understanding, and application of marketing and advertising research findings. Lecture, in-class exercises, outside projects, individual and team assignments.

ADV 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation in advanced topics that are not covered in regularly scheduled courses.

ADV 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ADV 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ADV 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ADV 595. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.