Reed College of Media

Degrees Offered

- Master of Science in Journalism
- Master of Science in Data Marketing Communications
- Master of Science in Integrated Marketing Communications

The College of Media is located on the downtown campus in Martin Hall, WVU’s oldest building (constructed in 1870).

Today the college has state-of-the-art electronic reporting and editing systems as well as modern broadcast news facilities. Graduate faculty, having educational and professional backgrounds in mass communications studies and media-related experiences, are highly qualified to teach mass communications at both the undergraduate and graduate levels. About one-half have earned terminal degrees and/or have worked professionally in their areas of expertise.

The master of science in journalism program has granted more than 250 degrees since its first in 1962. The online master of science in integrated marketing communications program has granted more than 700 degrees since its start in 2003. The College of Media, established in 1939 and one of the oldest in the United States, is one of approximately 100 such programs accredited by the Accrediting Council on Education in Journalism and Mass Communications. The college has nearly 4,600 graduates, the majority of whom have careers in newspaper journalism, broadcasting, advertising, public relations, or related fields.

Master of Science in Journalism Program

The master’s program offers students the choice of two tracks: the teaching research track for persons who wish 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 each student reach his/her potential as a practitioner, teacher, or scholar in mass communications, prepares a graduate not only for a first job but also for long-term productive career development through the study of mass communications and related fields. Skills acquired allow the student to excel in his/her chosen profession.

Master of Science in Integrated Marketing Communications Program

The Integrated Marketing Communications (IMC) graduate program—http://imc.wvu.edu/—was the first online graduate program in integrated marketing communications in the world. Established in 2003 by the Reed College of Media (formerly P. I. Reed School of Journalism), the program celebrated its 10th anniversary in 2013. There are more than 400 active students in the program and more than 600 program graduates. Students take an introductory course, four core courses, two specialty courses (chosen from 3 options), three electives (chosen from around 20 options) and complete the degree with a capstone experience.

Assistantships

Assistantships available in and through the college each year pay stipends, health insurance, and tuition remission. Graduate assistants supervise broadcast and computer laboratories, advise undergraduates, and assist professors with teaching courses, service learning, and research projects. Some graduate students work in media-related positions in their own and in other WVU programs.

ADMINISTRATION

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

DIRECTOR OF GRADUATE STUDIES
- Steve Urbanski - Ph.D. (Duquesne University)
  Associate Professor

DIRECTOR OF ONLINE PROGRAMS
- Chad Mezera - M.S. (West Virginia University)

Degree Designation Learning Goals

MASTER OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS (MS)

Upon successful completion of the IMC curriculum, students will be able to:

1. Illustrate critical thinking, creativity and innovation in collaboration with colleagues and in the completion of written assignments.
2. Demonstrate a global and multicultural awareness in the development and implementation of marketing communications strategies.
3. Compare and contrast the benefits and limitations of various qualitative and quantitative research methods relevant to marketing communications.
4. Recognize the roles and implications of law and ethics in marketing communications.
5. Design and organize marketing communications materials in a professional manner consistent with contemporary industry-specific standards.

MASTER OF SCIENCE IN JOURNALISM (MSJ)

Upon successful completion of the MSJ curriculum, students will be able to:

1. Understands economic, ethical, historical, legal, political, social, and technological forces that shape the roles and structures of the media.
2. Has mastered sufficient writing, researching, and editing skills to be a professional in the student’s chosen field.
3. Has an ability to articulate journalistic concepts and skills.
4. Understands methodology used in areas such as historical, legal, intercultural, qualitative and quantitative research.
5. Has an ability to conduct original research that contributes to knowledge in the field.
6. Has an ability to communicate, orally and in writing, research methodology and results.
7. Has an ability to place research results in perspective.

Admission

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 (steve.urbanski@mail.wvu.edu). Prospective graduate students specifically seeking information about the master of science in integrated marketing communications should contact the IMC enrollment specialist Joey VanDevender (gvandeve@mail.wvu.edu) or imcprogram@mail.wvu.edu. The WVU Admissions online catalog is available at http://admissions.wvu.edu/graduate. 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 College of Media telephone number is (304) 293-3505. The IMC program’s office number is (304) 293-6783.