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 Lab 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 online marketing communications 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 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 and changing to stay current with the industry. Students move through the program in 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 as little as one year. Students can earn several 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. Established in 2003 by the Reed College of Media, the program's curriculum requires an introductory course, three core courses, two specialty courses (taken from four options), three electives (chosen from around 30 options) and a capstone experience. Students may choose to focus in a particular professional area of emphasis (AOE) as well, including creative strategy, date 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 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. Curricular areas of emphasis (AOEs) and available skills courses allow the student to excel in his/her chosen profession.

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 online master’s degree that explores 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.

Assistantships

A small number of competitive assistantships are 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, service learning projects, research, managing equipment, and supervising broadcast and computer laboratories. A number of assistantships also are available in other units across WVU’s campus, where students help with communications-related activities.

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
• Tricia Petty - M.Ed. (University of Georgia)
  Student and Enrollment Services

DIRECTOR OF GRADUATE STUDIES

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

Degree Designation Learning Outcomes

MASTER OF SCIENCE IN DATA MARKETING COMMUNICATIONS (MS)

Upon completion of this program students will be able to:

1. Understand the basic principles of data marketing communications, media and web analytics.
2. Understand the differences between reporting and analysis.
3. Recognize how metrics and analysis inform marketing communications decision making.
4. Explain how marketing communicators use current analytic methods such as segmentation, profiling, and recency, frequency and monetary (RFM) analysis to deliver return on investment (ROI) for their clients.
5. Communicate key insights gleaned from data to marketing communications decision makers.
6. Make marketing communications decisions informed by data.

MASTER OF SCIENCE IN DIGITAL MARKETING COMMUNICATIONS (MS)

Upon completion of this program students will be able to:

1. Evaluate the importance of digital media and how they are reshaping the world we communicate in.
2. Identify how individuals are using digital media for entertainment, WOM, information and community building.
3. Assess how companies are using digital media for marketing purposes.
4. Recognize the changing codes of practice, ethical and legal issues regarding digital media.
5. Identify and define a vast array of digital media terms and technologies.
6. Explain how consumers interact socially, via word-of-mouth, and what information spreads/diffuses over social networks and how it spreads.
7. Develop basic video editing skills including splitting, transitions, titles and more.
8. Produce an original short marketing video using digital production, audio integration and editing techniques learned in class.
9. Devise a comprehensive digital media marketing strategy, plan, budget and schedule.

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.

MASTER OF SCIENCE IN MEDIA SOLUTIONS AND INNOVATION (MSJ)
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.

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

Prospective graduate students seeking information about 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, Associate Professor Dana Coester, 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 College of Media main office telephone number is (304) 293-3505.
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/)