

# Reed College of Media

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## Degrees Offered

- Master of Science in Journalism
- Master of Science

## Majors

- Data 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 nearly 4,600 graduates, the majority of whom have careers in newspaper journalism, broadcasting, advertising, public relations, or related fields. A significant number of master's graduates have gone on to obtain Ph.D.s and teach at the college level. Graduate faculty have educational and professional backgrounds in mass communications and are highly qualified to teach at both the undergraduate and graduate levels.

The master of science in journalism program has granted more than 250 degrees since its first graduate in 1962. The online master of science in integrated marketing communications program has granted more than 700 degrees since its start in 2003. The new online master of science in data marketing communications, launched in fall 2017, is one of the first of its kind in the U.S. It focuses on the analysis of "big data" to make effective strategic marketing communications decisions.

## 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.

## Master of Science in Data Marketing Communications Program

The Data Marketing Communications (DMC) graduate program (<http://dmc.wvu.edu>) is offered exclusively online with no on-campus classroom attendance required. The DMC curriculum currently consists of 11 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 taken in thematically paired blocks, one elective and one capstone course.

## Assistantships

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

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## ADMINISTRATION

### DEAN

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

### ASSOCIATE DEAN

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

## **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](mailto:steve.urbanski@mail.wvu.edu)). Prospective graduate students specifically seeking information about the master of science in integrated marketing communications or master of science in data marketing communications should contact [imcprogram@mail.wvu.edu](mailto:imcprogram@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 telephone number is (304) 293-3505. The IMC program's office number is (304) 293-6783.