Reed College of Media

Degrees Offered

• Master of Science in Journalism
• Master of Science in Marketing Communications
• Master of Science in Integrated Marketing Communications
• Master of Science in Journalism
• Master of Science in Media Solutions and Innovation

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/)

ADVERTISING AND PUBLIC RELATIONS

ADPR 521S. Audience Insights and Analysis. 3 Hours.
PR: ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315 with a minimum grade of C- or consent. Strategic communications research builds upon an understanding of advertising and public relations fundamentals, theory and practice. This course is designed to introduce advertising and public relations graduate students to communication research methods that are commonly used to identify problems and issues of concern; guide strategic planning, message development and placement; and evaluate plans and campaigns.

ADPR 559S. Advertising and Public Relations Campaigns. 3 Hours.
PR: ADPR 421 or ADPR 421S or ADPR 521 or ADPR 521S or STCM 421 or STCM 521 with a minimum grade of C- or consent. This course is the graduate level section of the advertising and public relations campaigns capstone course. As such, it draws heavily on students’ previous training in principles, techniques, writing, and research methods to help lead and implement the development of a strategic communications campaign for a real organizational client.

ADPR 593. Special Topics. 1-6 Hours.
Study of advanced topics that are not covered in regularly scheduled courses.

ADVERTISING

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.

DATA MARKETING COMMUNICATIONS

DMC 561. Audience Segmentation. 3 Hours.
PR: DMC 460 or DMC 660 or IMC 440 or IMC 640. This course examines how data can be used to break down mass markets into specific, reachable target markets. Students explore demographic data and other key indicators that can inform successful campaigns, and which data best serve the development of unique market segments to support specific marketing communication goals.

DMC 562. Message Customization. 3 Hours.
PR: DMC 460 or DMC 660. This course examines how data enables marketing communicators to customize messages to target audiences as small as a single consumer. Students will examine how to motivate consumers by provided brand communications that are relevant, timely and personal.

DMC 563. Brand Data Collection & Visualization. 3 Hours.
PR: DMC 460 or DMC 660. This course examines the benefits of mining your own brand data for insights that could influence marketing communications decisions with an emphasis on how that data can be presented visually to key stakeholders. Students will examine the relevant merits of internal versus external data collection and the proper times, sources and processes to engage in either.

DMC 564. Social Media Optimization. 3 Hours.
PR: DMC 460 or DMC 660. This course examines how data from social media can be leveraged to ensure marketing communications messages reach intended target audiences. Students explore gathering data from social media and customizing messages for maximum impact.

DMC 565. Customer Engagement Ethics & Strategies. 3 Hours.
PR: IMC 440 or IMC 640. This course examines contemporary content strategies for engaging customers through the channels and at the times they prefer. Students will learn to recognize and facilitate customer journeys that provide seamless user experience and path to purchase utilizing omnichannel marketing strategies.

DMC 571. Data Management Platforms. 3 Hours.
PR: DMC 460 or DMC 660. This course explores database platforms and how data can be analyzed to develop specialized and highly targeted marketing communications. Students will examine the relative merits of various platforms based on their specific needs.
DMC 572. Campaign Planning & Programmatic Media Buying. 3 Hours.
PR: DMC 460 or DMC 660. This course examines the automated media buying landscape with a focus on the tools used, risks and rewards of automated media buys. Students explore software platforms available for automated buying to understand the connection between how data input affects media buying output.

DMC 573. Campaign Metrics and Assessment. 3 Hours.
PR: DMC 460 or DMC 660 or IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores how data informs key performance indicators that define a campaign's success. Students examine how metrics can rely on data for maximum benefit and survey available metrics and assessment platforms.

DMC 574. Messaging for Customer Relationship Management. 3 Hours.
PR: DMC 460 or DMC 660. This course examines how data is leveraged for communications intended to retain current customers and acquire new ones. Students will explore how to accurately assess per customer lifetime value and utilize effective data-informed communications strategies to maximize and retain that value.

DMC 580. Data Marketing Communications Campaigns. 3 Hours.
PR: DMC 460 or DMC 660. This course is the capstone experience for the data marketing communications master's degree program. Students develop a cohesive marketing communications campaign that demonstrates both a conceptual and practical mastery of data driven marketing communications. This course must be completed in a student's final academic term.

DMC 660. Introduction to Data Marketing Communications. 3 Hours.
PR: Admission to the Data Marketing Communications program. This course is the introductory course experience for the data marketing communications master's degree program. Students will explore the fundamentals of using data to make marketing communications decisions, as well as topics including database marketing, loyalty programs, financial and marketing metrics, audience targeting and segmentation, data for digital marketing, data visualization and marketing automation.

INTEGRATED MARKETING COMMUNICATIONS

IMC 511. Marketing Research and Analysis. 3 Hours.
PR: IMC 410 or IMC 610. This course combines secondary and primary research design to examine the role(s) of marketing research within an IMC campaign. Students learn to identify research problems, craft research objectives, and select appropriate qualitative and quantitative methodologies to develop an effective research strategy and analysis.

IMC 512. Audience Insight. 3 Hours.
PR: IMC 410 or IMC 610. This course provides an in-depth look at consumer behavior and its role in IMC. Students examines consumer behavior in terms of internal influences, external influences, the consumer decision-making process, and consumers and culture.

IMC 513. Brand Equity Management. 3 Hours.
PR: IMC 410 or IMC 610. This course explores strategic and creative decisions in managing, building and measuring the equity of brands. Students will demonstrate mastery by conducting a comprehensive brand audit.

IMC 514. Integrated Marketing Communication Media Analysis. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the role of media analysis and planning in integrated marketing communications. Students review basic terminology, media math and how to allocate resources during media planning.

IMC 515. Creative Strategy and Execution. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the creative process and how it influences integrated marketing communications strategy. Students employ techniques to refine their own creativity to empower them to actively participate in the design aspects of IMC campaign planning.

IMC 516. Direct & Digital Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course examines direct and digital marketing from an IMC perspective. Students explore database marketing, direct marketing message strategies across multiple media, direct and interactive marketing metrics, and the role of direct and interactive marketing in IMC campaign planning.

IMC 517. Consumer Sales Promotion. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the role that sales promotion plays in integrated marketing communications. Students examine how sales promotion can be effectively incorporated into the IMC mix, as well as the legal regulations and ethical implications when utilizing sales promotion techniques.

IMC 518. Public Relations Concepts and Strategy. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the capabilities of incorporating public relations within an integrated marketing communications approach. Students learn about leveraging earned media, determination of key publics, the legal and ethical responsibilities of PR practitioners, and emerging trends in the industry.

IMC 519. Emerging Media and the Market. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores how modern industry uses novel technologies to enhance the integrated marketing communications process. Students examine the creative and ethical issues unique to emerging media.
IMC 520. Research Methods. 3 Hours.
PR: IMC 410 or IMC 610. This course examines data analysis in marketing research. Students learn core statistical techniques, the application of statistical software, and the interpretation of statistical outputs.

IMC 521. Current Topics in Integrated Marketing Communication. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines significant current issues and trends in integrated marketing communication. Students participate in this hybrid course during the Integrate conference. Topics explored vary by term.

IMC 522. Multicultural Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course explores culture and the diverse marketplace in the United States and globally. Students focus on understanding racial and ethnic groups, and how brands must engage different groups in appropriate and authentic ways through integrated marketing communications.

IMC 523. Global Brand Communication. 3 Hours.
PR: IMC 410 or IMC 610. This course examines key strategies needed to develop strong global brands. Students address the importance of understanding local culture in communication and positioning, and explore emerging issues in brand globalization.

IMC 524. Cause Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course examines the mutually beneficial partnership of a for-profit business and a nonprofit organization. Students review case studies to explore the potential of incorporating cause marketing in an integrated marketing communications approach and framework.

IMC 525. Advanced Creative Concepts. 3 Hours.
PR: IMC 410 or IMC 610. This course emphasizes the creative aspects of executing an integrated marketing communications strategy, including visual branding, verbal branding, creative direction, and art direction. Students focus on conceiving, developing, expressing, and executing a coherent visual identity using a comprehensive strategy.

IMC 526. Business-to-Business Direct Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course examines strategies and tactics for incorporating a business-to-business approach (B2B) into an integrated marketing communications framework. Students will explore the differences of a B2B approach from business-to-consumer (B2C), as well as the considerations marketing communicators must take into account in order to be successful in B2B.

IMC 527. Healthcare Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course explores integrated marketing communication planning for the healthcare industry. Students learn the types of health communication initiatives, theories of health behavior change, issues in design and evaluation of healthcare marketing campaigns.

IMC 528. Applied Public Relations. 3 Hours.
PR: IMC 410 or IMC 610. This course emphasizes the utilization of public relations theories and strategies within an integrated marketing communications framework. Students examine topics relevant to public relations management such as business literacy, organizational culture, reputation management and ethics.

IMC 529. Mobile Marketing. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines marketing communications tactics through mobile technologies. Students create real-life mobile campaigns in the ever-changing wireless industry, discuss keys to establishing a competitive advantage, and examine emerging trends that impact strategic marketing communications planning.

IMC 530. Sports Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course explores integrated marketing communications within the sports industry. Students analyze the field's key differentiators, including consumers (fans and participants), endorsements, sponsorships, and consumption and usage patterns.

IMC 531. Crisis Communication. 3 Hours.
PR: IMC 410 or IMC 610. This course examines how integrated marketing communications professionals address crises, both proactively and reactively. Students explore case studies and current events to prepare them to respond to the myriad of potential crisis situations that today's organizations and individuals encounter.

IMC 532. Political Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course examines political marketing strategies through an integrated marketing communications framework. Students strategize and apply a political marketing plan within the context of today's elections and political climate.

IMC 533. Entrepreneurship in Integrated Marketing Communication. 3 Hours.
PR: IMC 410 or IMC 610. This course explores what it takes to be a successful integrated marketing communications entrepreneur. Students learn how to assess risk, raise capital, position a new entity, organize, and generate and maintain sales.

IMC 534. Digital Storytelling. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course explores advanced thinking and strategies for conceping, developing and promoting digital content used in product marketing and is anchored in brand storytelling. Students create visual content (static & motion) that reaches targeted audiences across various channels.

IMC 535. Visual Information Design. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the power of imagery and how visual perception drives our memory. Students examine how to look at images, deconstruct layouts and apply color, design and typography to create effective verbo-visual messages for both print and digital channels.
IMC 536. Integrated Marketing Communication Campaigns. 3 Hours.
PR: IMC 410 or IMC 610. This course is the capstone experience for the integrated marketing communications master's degree program. Students produce a comprehensive campaign plan for a real-world client. This course must be completed in a student's final academic term.

IMC 537. Internal Brand Communication. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the role that internal communications can play in a company's integrated marketing communications framework. Students examine internal communication strategies and implementation, the use of consistent messaging, and company-to-employee crisis communication.

IMC 538. Public Affairs. 3 Hours.
PR: IMC 410 or IMC 610. This course explores ways to leverage public policy relationships and strategic partners to enhance an organization's brand and marketing strategy. Students examine case studies and industry trends to examine how government entities utilize public relations strategies and tactics.

IMC 539. Content Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the role of content in the evolving modern integrated marketing communications landscape. Students learn how to establish a content marketing plan and the steps necessary to achieve implementation.

IMC 541. Social Media and Marketing. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines the latest strategies for monitoring and engaging consumers in social media from a marketing perspective. Students explore popular platforms that brands use to connect with, engage and analyze target audiences.

IMC 542. Web Metrics and Search Engine Optimization. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines how marketers strategically gather online information to measure traffic, engagement and potential impact on ROI. Students explore search engine optimization (SEO) and social media optimization (SMO) strategies used to build a presence for clients.

IMC 543. Digital Video Production. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course introduces the technical, conceptual and creative skills needed to create and add videos into marketing communications campaigns. Students cover the basics of hardware and software for video projects. Students gain actual hands-on experience shooting and producing their own engaging video.

IMC 544. Digital Marketing Communication Campaigns. 3 Hours.
PR: IMC 440 or IMC 640. This course is the capstone experience for the digital marketing communications master's degree program. Students develop a creative, innovative, and complete digital campaign for a selected organization. This course must be completed in a student's final academic term.

IMC 545. Diversity & Inclusion in IMC. 3 Hours.
PR: IMC 410 or IMC 610. This course examines the practical application of diversity, equity, inclusion and belonging in integrated marketing communications. Students explore the impact of brand strategy focused to the diverse consumer, as well as the ethics and corporate social responsibility of marketing communicators when engaging diverse audiences.

IMC 546. Augmented Reality & Virtual Reality in IMC. 3 Hours.
PR: IMC 410 or IMC 440 or IMC 610 or IMC 640. This course examines how brands are using transformational Augmented and Virtual Reality (AR and VR) platforms to expand customer interaction and build brand affinity. Students explore how brands have effectively combined these technologies as part of a larger marketing communications approach.

IMC 547. Higher Education Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course examines the role of integrated marketing communications in an ever-increasingly competitive American higher education landscape. Students explore the role of market analysis, audience segmentation, value messaging, marketing mix, budget and ROI assessment on higher education marketing initiatives.

IMC 549. Brand Evolution Strategy. 3 Hours.
PR: IMC 410 or IMC 610. This course explores strategies and tactics that are used to help brands innovate to compete within their marketplace. Students examine disruption and disruptive technologies, changing consumer demands, internal and external pressures from startups, talent erosion and changing market dynamics.

IMC 550. Influencer Marketing. 3 Hours.
PR: IMC 410 or IMC 610. This course explores the role of influencer marketing and how best to leverage individual tastemakers to fulfill marketing objectives. Students learn how to identify, qualify, and amplify the efforts of various influencer types available to marketers, and how to set accurate key performance indicators.

IMC 551. Podcast Production & Promotion. 3 Hours.
PR: IMC 410 or IMC 610. This course will focus on the essential skills for podcast production and promotion. Students will learn how to record, edit, and publish a professional podcast.

IMC 595. Independent Study. 1-9 Hours.
Faculty-supervised study of topics not available through regular course offerings.
IMC 610. Introduction to Integrated Marketing Communications. 3 Hours.
PR: Admission to the program. Introduces students to the fundamentals of Integrated Marketing Communications (IMC). Students learn and apply the IMC planning process and examine the role of integration to ensure consistency of creative strategy and complementary use of traditional and digital media. This course also provides a comprehensive orientation to the WVU IMC graduate program.

IMC 611. Marketing Research and Analysis. 3 Hours.
PR: IMC 610. Examines the role of marketing research within an IMC campaign. Students learn to identify research problems and select appropriate quantitative and qualitative designs to address them. They will examine sampling, questionnaire design, data processing and how to communicate research needs and results.

IMC 612. Audience Insight. 3 Hours.
PR: IMC 610. Provides an in-depth look at consumer behavior and its role in IMC. Examines consumer behavior in terms of internal influences, external influences, the consumer decision-making process, and consumers and culture. Students also learn ethnographic research.

IMC 613. Brand Equity Management. 3 Hours.
PR: IMC 610. Explores strategic and creative decisions to manage, build, and measure brands. Brand management issues investigated include consumer perceptions, competitive analysis, new product development, crafting communication messages, crisis management, and development of marketing programs.

IMC 640. Introduction to Digital Marketing Communication. 3 Hours.
PR: Admission to the Digital Marketing Communication graduate program. This course is the introductory course experience for the digital marketing communications master's degree program. Students explore the fundamentals of digital media and the latest methods for collecting, creating and disseminating persuasive messages through digital media channels. This course must be completed in a student's first academic term.

IMC 648. Executive Communication & Leadership. 3 Hours.
PR: IMC 610. Provides a study of public relations, and reputation management and communication. The course includes an introduction to communication strategy, function and performance. Students will be introduced to the principles of executive and personal branding; media relations; community relations; multicultural and multigenerational communication; integrated marketing communication; crisis communication; social media; and how organizations manage relationships with important audiences.

IMC 693. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

IMC 693W. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

IMC 695. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

JOURNALISM

JRL 500. Introduction to Graduate Studies. 1 Hour.
(Open only to accelerated masters program students.) Designed to orient students to graduate study.

JRL 504. Mass Media and Society. 3 Hours.
(Open only to accelerated masters program students.) Study of mass media's role in society.

JRL 518. Advanced Reporting. 3 Hours.
Students write carefully researched stories using skills they acquired in previous classes while applying literary journalism techniques. Course emphasizes immersion reporting - spending extended time with one subject as well as peripheral theoretical readings. (Lab fees.).

JRL 520. Advanced Journalistic Writing and Research. 3 Hours.
(Open only to accelerated masters program students.) Study of advanced journalistic writing and research techniques.

JRL 527. American Journalism History. 3 Hours.
An intensive look at the development of media from seventeenth-century England and the American Colonies. Press freedom and its implications to the nation and world are considered on theoretical, economic, and cultural levels.

JRL 528. Media Ethics and Law. 3 Hours.
PR: Consent. How ethics and law work together to help create and maintain the media environment. Examines ethical paradigms within a legal framework, with special emphasis on morality.

JRL 530. Social Media and Journalism. 3 Hours.
PR: Consent. This lab course identifies and applies the principles behind social media applications such as blogs and networking sites.

JRL 531. Multimedia Reporting. 3 Hours.
PR: JRL 220 or consent. Reporting/production for online media. Ethics and role of visual journalist. Software basics and use of audio, video and still photography in online reporting.

JRL 540. Visual Storytelling. 3 Hours.
Development of advanced analytical skills in digital photojournalism, photo editing and cross-media design. Graduate students connect the theoretical and technical realms of the visual story to appreciate its broader scope.
JRL 545. International Media 1. 1-3 Hours.
PR: Consent. A combination of classroom theory and practical application of the function of media in an international setting.

JRL 546. International Media 2. 1-6 Hours.
PR: Consent. Centers around a trip that involves the study of media in the country students are visiting. Usually a continuation of International Media 1.

JRL 556. West Virginia Uncovered. 3 Hours.
PR: Consent. Student teams will work with the instructor and editors at a regional publication to report and produce multimedia news-feature packages.

JRL 559S. Multimedia News Publication. 3 Hours.
PR: Admission to MSJ program and JRL 428 and JRL 489. In this lab/workshop style class, graduate students will produce stories and write a paper based on information from editors/producers.

JRL 587. Advanced Video Reporting and Producing. 3 Hours.
Reporting, writing and producing television news stories using advanced production techniques; producing stories for cable or broadcast television. Additional theoretical research and writing into the organizational structures of broadcasting. (Lab fees).

JRL 591. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 593. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

JRL 594. Seminar. 1-6 Hours.
PR: Consent. Advanced study of methodological techniques. Research project chosen from area of student's major interest. A written report of the study undertaken is required.

JRL 595. Independent Study. 1-9 Hours.
Faculty-supervised study of topics not available through regular course offerings.

JRL 600. Introduction to Graduate Studies. 1 Hour.
(Required of all graduate journalism students; accelerated master's program students must take JRL 500.) Designed to orient students to graduate study.

JRL 601. Research Methods. 3 Hours.
(Required of all graduate journalism students.) Study of quantitative methods common to research in communications. An introduction to sampling, measurement, analytic procedures, and data.

JRL 604. Mass Media and Society. 3 Hours.
(Required of all graduate journalism students.) Study of mass media and their role in and influence on society; includes analysis of the social, political, and economic determinants of media content and character.

JRL 620. Advanced Journalistic Writing and Research. 3 Hours.
(Required of all graduate journalism students.) Study of advanced journalistic writing and research techniques. Students will practice the writing and research techniques on topics of their own choosing. Academic or popular topics may be selected.

JRL 689. Ethics of Mass Communication. 3 Hours.
PR: Open to graduate journalism students; Consent. Introduction to ethical principles and their application in the development of mass media systems and societal changes; professional codes; case studies; current problems.

JRL 690. Teaching Practicum. 1-3 Hours.
PR: Consent. Supervised practice in college teaching of Journalism. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading may be S/U.).

JRL 691. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 692. Directed Study. 1-6 Hours.
Directed study, reading, and/or research.

JRL 693. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

JRL 694. Seminar. 1-6 Hours.
Special seminars arranged for advanced graduate students.

JRL 695. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

JRL 696. Graduate Seminar. 1-3 Hours.
PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.
JRL 697. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.)

JRL 698. Thesis or Dissertation. 1-6 Hours.
PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

JRL 699. Graduate Colloquium. 1-6 Hours.
PR: Consent. For graduate students not seeking coursework but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department’s 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F: colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

JRL 930. Professional Development. 1-6 Hours.
Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology.) These tuition-waived, continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

MEDIA STUDIES AND TECHNOLOGY

MDIA 510. Disruptions & Trends in Media Enterprise. 3 Hours.
In this course students will analyze the current state of media, understand the complexities of social media algorithms and the impact that has on how news is distributed via various platforms. Students will also analyze online and offline journalism, business models and the political impact of media.

MDIA 514. Audience Development. 3 Hours.
This course looks into a publication’s past, currently, and future audience. This course emphasizes an audience-first strategy for all facets of newsroom production — from story selection to storytelling and distribution. It will also look at new ways to engage the audience and community members.

MDIA 518. Community Journalism. 3 Hours.
This course focuses on understanding the role of local news as central to a healthy community with an informed citizenry. We will review the traditional roles of local journalism as well as focus on important new roles for local journalism such as hosting and moderating community dialogue, increasing news literacy, building trust and engaging with a community.

MDIA 519. Product Development for Newsrooms. 3 Hours.
Web programming and storytelling for digital audiences. Students will use HTML, CSS, PHP, and MySQL while learning how to operate and customize content management systems for digital publishing. Students will also design, storyboard, and script an interactive storytelling project that includes incorporating text, graphics and database information into interactive products.

MDIA 520. Next Gen News Analytics. 3 Hours.
Next Gen Analytics explores how news media are utilizing digital measuring tools, audience data, and metrics. Students will analyze data-centric trends in journalism, understand how analytical data is collected, and analyze and evaluate different metric types.

MDIA 528. Emergent Issues in Media Ethics & Law. 3 Hours.
This course is an in-depth exploration of the complex ethical and legal landscapes in which communication professionals perform their work, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation and misinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

MDIA 555. Media, Identity, and Power. 3 Hours.
PR: Consent. This course explores the interrelated issues of media, identity, and power through various theoretical, historical, and ethical approaches.

MDIA 593. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

MDIA 610. Disruptions & Trends in Media Enterprise. 3 Hours.
In this course students will analyze the current state of media, understand the complexities of social media algorithms and the impact that has on how news is distributed via various platforms. Students will also analyze online and offline journalism, business models and the political impact of media.

MDIA 614. Audience Development. 3 Hours.
This course looks into a publication’s past, currently, and future audience. This course emphasizes an audience-first strategy for all facets of newsroom production — from story selection to storytelling and distribution. It will also look at new ways to engage the audience and community members.

MDIA 618. Community Journalism. 3 Hours.
This course focuses on understanding the role of local news as central to a healthy community with an informed citizenry. We will review the traditional roles local journalism as well as focus on important new roles for local journalism such as hosting and moderating community dialogue, increasing news literacy, building trust and engaging with a community.
MDIA 619. Product Development for Newsrooms. 3 Hours.
Product development and management for an audience-focused, digital-focused newsroom. Students will learn the best methods for managing new products and services across the organization to meet the needs of their internal and external audiences. Students will also design, storyboard, and script an interactive storytelling project that includes incorporating text, graphics and database information into interactive products.

MDIA 620. Next Gen News Analytics. 3 Hours.
Next Gen Analytics explores how news media are utilizing digital measuring tools, audience data, and metrics. Students will analyze data-centric trends in journalism, understand how analytical data is collected, and analyze and evaluate different metric types.

MDIA 689. Community Based Field Experience. 3 Hours.
This course focuses on identifying the best models for audience development, digital subscriptions, analytics, digital content strategy, community outreach and engagement that will lead to long-term sustainability within the media industry. Students will develop a cohesive acquisition proposal, an enhancement proposal or an industry-related playbook addressing a key problem in local media.

MDIA 693. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

MDIA 695. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

MDIA 697. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U).

PUBLIC RELATIONS

PR 512. Fund Raising and Foundation Management. 3 Hours.
PR: Journalism graduate student or senior standing. Seminar. Studies in fund raising, alumni relations, and foundation management.

PR 522. Public Relations Case Studies. 3 Hours.
Graduate seminar based on in-depth studies of public relations programs developed and applied in support of our institutions. Primary emphasis on successful campaigns, but unsuccessful efforts also will be examined for causes of failure.

PR 524. Crisis Communication. 3 Hours.
Crises can violate organization-public relationships, tarnish brands’ reputations, and cause widespread human and material damages that are difficult for organizations, individuals, and communities to overcome. Ethical, evidence-based crisis communication play key roles. This course exposes students to the science and art of strategic crisis, emergency, and risk communication in a variety of contexts.

PR 526. Advocacy Communication. 3 Hours.
The purpose of this course is to explore the literature and theories associated with advocacy communication, and to develop theoretical and practical implications by designing a study. In this course we will cover myriad advocacy communication topics including ethics, social movements, activism, digital advocacy, historical and international perspectives and policy advocacy.

PR 528. Public Interest Communication. 3 Hours.
Public interest communication merges theory and practice to apply the art and science of strategic communication seeking widespread, sustained prosocial behavior change. Students explore science-grounded approaches toward communication in a variety of areas meaningful to society, such as public health, education, and various social movements. This course challenges and empowers students to use communication and media as responsible change agents.

PR 591. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

PR 593. Special Topics. 1-6 Hours.
PR: Consent. A study of contemporary topics selected from recent developments in the field.

PR 697. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U).

PR 698. Thesis or Dissertation. 1-6 Hours.
PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of students reports (698), or dissertations (798). Grading is normal.

PR 699. Graduate Colloquium. 1-6 Hours.
PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is S/U; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.
STRATEGIC COMMUNICATION

STCM 593. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.