

# Multidisciplinary Media Studies, B.A.

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## Degree Offered

- Bachelor of Arts

## Nature of the Program

As the world has become more complex, our communications industries have evolved with it, and future professionals must have both specific skills and broad-based backgrounds to adapt quickly to this changing environment. The School of Media and Communications Multidisciplinary Media Studies Bachelor of Arts program draws upon undergraduate course offerings university-wide and is comprised of three media-focused tracks. *Many School of Media and Communications courses are designed to be completed online; therefore many of the courses are available only online and sometimes must be taken during summer terms. Note that additional online course fees apply.*

The Multidisciplinary Media Studies program will develop students who will:

- acquire a broad liberal arts education
- have studied three media areas of interest in depth
- be capable of critical thought
- understand the importance of the First Amendment and media ethics in a democratic society
- be able to analyze problems from multiple perspectives

To declare a Multidisciplinary Media Studies major, students must have a 2.0 minimum overall GPA.

## Admissions for 2025-2026

- Admission to the School of Media and Communications (p. 1)
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- Choosing a Major (p. 1)
- Accelerated Bachelor's/Master's Program (p. 1)

## Admission to the School of Media and Communications

**For specific information regarding the admissions requirements for First Time Freshmen to the School of Media and Communications, please visit [Admission to the School of Media and Communications](#).**

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the School of Media and Communications once they have earned a cumulative GPA of 2.0 at WVU. Or, if a student has a 2.0 cumulative GPA at WVU, they may enroll in MDIA 215S (space permitting) or they may declare the College's Multidisciplinary Studies major. If the student earns a C- or better in MDIA 215S and maintains a 2.0 overall GPA at WVU, then the student may then declare a major in the School of Media and Communications.

## Scholarships

In addition to financial aid from West Virginia University, the School of Media and Communications offers a number of scholarships each year to eligible students. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

## Choosing a Major

The School of Media and Communications offers five majors: advertising and public relations, integrated marketing communication, journalism, sports and adventure media and multidisciplinary media studies.

Direct admission students are admitted to the School upon admission to the University and declare their majors at that time.

## Accelerated Bachelor's/Master's Program

Students in the advertising and public relations or journalism BSJ programs in the School of Media and Communications with a minimum cumulative GPA of 3.3 are eligible for this program. The accelerated MSJ program allows students to customize a research project that is relevant to their interests, whether they are Advertising and Public Relations or Journalism majors. Interested students are identified during their initial year or two at the School, and, if interested, must meet with their academic advisor by the fall of their junior year. Freshmen and sophomores are welcome to stop by to discuss the program as well. Information is posted on the School's website.

### 3+3 BSJ/JD

High-achieving students may also participate in the 3+3 BSJ/JD degree program with the WVU College of Law. See the School of Media and Communications 3+3 BSJ/JD degree program website (<https://admissions.law.wvu.edu/apply/3-plus-3/>) for more information about this program.

Major Code: 4970

### General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

### Degree Requirements

Code	Title	Hours
University Requirements		69
Multidisciplinary Media Studies Major Requirements		51
Total Hours		120

### University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits) *		
Outstanding GEF Requirements 1, 2, 3, 5, 6, 7, and 8		31
MDIA 191	First-Year Seminar	2
General Electives		36
Total Hours		69

### Multidisciplinary Media Studies Major Requirements

Code	Title	Hours
Cumulative GPA of 2.0 or higher required.		
A grade of C- or higher must be earned in all major courses.		
<b>Multidisciplinary Media Studies Core</b>		<b>18</b>
MDIA 101	Media and Society	
MDIA 215S	Media Writing	
MDIA 225S	Media Tools & Applications	
MDIA 328	Media Ethics and Law	
MDIA 485S	Reed School Multidisciplinary Capstone	

Select one of the following:

ADPR 215	Introduction to Advertising and Public Relations	
ADV 215	Principles of Advertising	
PR 215	Introduction to Public Relations	
<b>Reed School of Media and Communications Track #1 **</b>		<b>9</b>
<b>Reed School of Media and Communications Track #2 **</b>		<b>9</b>
<b>Reed School of Media and Communications Track #3 **</b>		<b>9</b>
<b>Media Electives ***</b>		<b>6</b>
Total Hours		51

\*

General Education and Elective Credits can vary - students must have a minimum of 120 earned credit hours total to complete the degree. Only MDIA 101 can be counted towards both the GEF and MDMS major requirements.

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Reed School of Media and Communications tracks must be selected from the following: Advertising, Entertainment Media, Event Planning, Health Promotion, Journalism, Public Relations, Sport Communication, Strategic Social Media. Students must complete nine unique credit hours for each of their tracks.

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Any other Reed School of Media and Communications courses of the student's choice.

## Multidisciplinary Media Studies Tracks

Code	Title	Hours
<b>Advertising</b>		<b>9</b>
ADV 309	Advertising and Creativity	
ADV 409	Advertising Research and Media	
ADV 419	Advertising Strategies	
<b>Public Relations</b>		<b>9</b>
PR 301	Writing for Public Relations	
PR 401	Applied Public Relations	
PR 410	Integrated Marketing Communications for Public Relations	
<b>Journalism (select 3)</b>		<b>9</b>
JRL 321S	Media Design	
JRL 335S	Video and Audio News Writing	
JRL 412	Sport Journalism	
JRL 420S	Feature Writing	
JRL 430S	Social Media and Journalism	
<b>Strategic Social Media</b>		<b>9</b>
JRL 432	Social Media Strategy	
JRL 433	Social Media Applications	
JRL 434	Social Media Campaigns	
<b>Event Planning</b>		<b>9</b>
PR 436	Event Planning	
PR 437	Event Promotion	
PR 438	Event Execution	
<b>Health Promotion</b>		<b>9</b>
JRL 450	Writing for Health Promotion	
JRL 452	Applied Health Promotion	
JRL 454	Health Promotion Campaigns	
<b>Entertainment Media (select 3)</b>		<b>9</b>
JRL 419	Entertainment Reporting	
PR 431	Promotion for Entertainment Media	
PR 432	Entertainment Media Branding	
PR 433	Entertainment Media Campaigns	

<b>Sport Communication</b>		<b>9</b>
PR 412	IMC for Sport	
JRL 412	Sport Journalism	
MDIA 361	Media Relations In Sport	

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
GEF 2A		4 GEF 6	3
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 GEF 7	3
MDIA 215S		3 GEF 3	3
ENGL 101 (GEF 1)		3 General Elective	3
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 GEF2/General Elective	3
GEF 8		3 GEF 8	3
Track 1, Course 1		3 Track 3, Course 1	3
Track 2, Course 1		3 Track 1, Course 2	3
GEF 5		3 Track 2, Course 2	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
GEF 8		3 Track 3, Course 3	3
Track 3, Course 2		3 Media Elective	3
Track 1, Course 3		3 Media Elective	3
Track 2, Course 3		3 General Electives	6
General Electives		3	
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
General Electives		12 General Electives	12
MDIA 328		3 MDIA 485S	3
		15	15

Total credit hours: 120

**Note:** Some tracks may require online course enrollment during Summer terms to complete. Students should check with their advisor about individual minor requirements and expected course availabilities. Additional online course fees apply.

Track courses may not be used to fulfill both a focus requirement and a General Education Foundation requirement, with the exception of MDIA 101.

Track courses may not be used to fulfill the requirements for more than one focus. All Reed School of Media and Communications tracks must be completed with their own unique hours.

Of total earned credit hours, a minimum of 30 credit hours must be at the 200-level or higher, and an additional minimum of 30 credit hours must be at the 300-level or higher.

A grade of C- or higher must be earned in all major- and track-required courses.

Students have the option to use elective hours to pursue a fourth track to complement their studies.

## Accelerated Bachelor's/Master's Program

### Degree Requirements

Code	Title	Hours
	University Requirements	57
	Multidisciplinary Media Studies Major Requirements	63
	M.S. Integrated Marketing Communications Major Requirements	18
Total Hours		138

### University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, 6, 7, and 8	31
	First-Year Seminar	1
	General Electives	25
Total Hours		57

### Multidisciplinary Media Studies Major Requirements

Code	Title	Hours
Cumulative GPA of 2.0 or higher required.		
MDIA 119	Reed School Multidisciplinary Orientation	3
MDIA 485S	Reed School Multidisciplinary Capstone	3
A grade of C- or higher must be earned in all minor courses.		
<b>Reed School of Media and Communications Minor **</b>		<b>15</b>
<b>Reed School of Media and Communications Minor **</b>		<b>15</b>
<b>Third Minor</b>		<b>15</b>
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
Total Hours		63

\*

General Education and Elective Credits can vary - students must have a minimum of 120 earned credit hours total to complete the degree.

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Reed School of Media and Communications minors must be selected from the following: Advertising, Entertainment Media, Event Planning, Health Promotion, Interactive Design for Media, Journalism, Public Relations, Sport Communication, Strategic Social Media. Students must complete unique credit hours for each of their minors. Because courses can only be counted toward one minor, students may replace duplicate course requirements within their School of Media and Communications minors with School of Media and Communications core courses (i.e., MDIA 215S, MDIA 225S, JRL 328).

### M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		6
IMC 515	Creative Strategy and Execution	
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		
Select at least three IMC electives at the 500-level or above		9
IMC 536	Integrated Marketing Communication Campaigns	3
Total Hours		18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
GEF 2A		4 ENGL 101 (GEF 1)	3
GEF 3		3 GEF 6	3
GEF 5		3 GEF 7	3
First-Year Seminar		1 Elective	3
Electives		4 Elective	3
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 GEF2/Elective	3
MDIA 101 (Media and Society (fulfills GEF 4 and counts toward College of Media Minor I-1))		3 GEF 8	3
MDIA 119		3 Minor I-2	3
GEF 8		3 Minor II-1	3
Elective		3 Minor III-1	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
GEF 8		3 Minor I-4	3
Minor I-3		3 Minor II-3	3
Minor II-2		3 Minor III-3	3
Minor III-2		3 Electives	6
Elective		3	
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
MDIA 485S		3 Minor II-5	3
Minor II-4		3 Minor I-5	3
Minor III-4		3 Minor III-5	3
IMC 410		3 IMC 511	3
IMC 513		3 IMC 512	3
		15	15

### Fifth Year

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		9	9

Total credit hours: 138

**Note:** Some minors may require online course enrollment during Summer terms to complete. Students should check with their advisor about individual minor requirements and expected course availabilities. Additional online course fees apply.

This suggested plan of study assumes three minors requiring 15 unique hours each. Minors that require more than 15 hours can be completed by substituting the extra minor hours in place of elective hours.

Minor courses may not be used to fulfill both a minor requirement and a General Education Foundation requirement, except JRL 101. Minors used as part of the MDS requirements may not be used to complete GEF 8.

Minor courses may not be used to fulfill the requirements for more than one minor. All Reed School of Media and Communications minors and shared college minors must be completed with their own unique hours.

In the event of course overlap between minors, the Writing and Communications Skills Requirement for the Reed School of Media and Communications, JRL 215, may be substituted in place of the overlapped course within one of the minors. When used to fulfill both requirements, the number of credit hours associated with the course will calculate into total earned credit hours only once.

In the event of additional course overlap among minors, JRL 225 (Media Tools & Applications) and/or JRL 328 (Media Law and Ethics) may be used as replacement courses. Other minor course overlaps may be replaced with coursework from the Reed School of Media and Communications at the 200-level or higher, at the approval and discretion of the College.

If completed prior to admission into the program, ADV 215, PR 215, and/or ADPR 215 may be substituted as equivalent 215 coursework within Reed School of Media and Communications minors or shared college minors, at the discretion of the School.

Of total earned credit hours, a minimum of 30 credit hours must be at the 200-level or higher, and an additional minimum of 30 credit hours must be at the 300-level or higher.

A grade of C- or higher must be earned in all major- and minor-required courses.

Students have the option to use elective hours to pursue a fourth minor to complement their studies.

Students in the MDS BA + MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512, and IMC 513 across both their graduate and undergraduate degrees.

## Major Learning Outcomes

### MULTIDISCIPLINARY MEDIA STUDIES

Upon completion of the B.A. in Multidisciplinary Media Studies, students will:

- demonstrate the ability to engage an audience using social media networking and analytics tools
- understand and apply the U.S. principles and laws of freedom of speech and press
- demonstrate the ability to professionally present ideas in all form: written, verbal and with the use of appropriate digital/electronic audio-visual materials
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- think critically, creatively and independently
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- apply basic numerical and statistical concepts
- apply tools and technologies appropriate for the communications professions in which they work