Multidisciplinary Media Studies, B.A.

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 2027-2028

- Admission to the School of Media and Communications (p. 1)
- Scholarships (p. 1)
- 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 (http://catalog.wvu.edu/undergraduate/collegeofcreativeartsandmedia/media/#admissionsrequirementstext).

Scholarships

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.

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 3.4 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: 3703

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
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
or ENGL 103	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.		
Multidisciplinary Media Studies Core		**18**
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	
Reed School of Media and Communications Track 1 [**]		**9**

Reed School of Media and Communications Track 2 **	**9**
Reed School of Media and Communications Track 3 **	**9**
Media Electives ***	**6**
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.

** 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.

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

Multidisciplinary Media Studies Tracks

Code	Title	Hours
Advertising		**9**
ADV 309	Advertising and Creativity	
ADV 409	Advertising Research and Media	
ADV 419	Advertising Strategies	
Public Relations		**9**
PR 301	Writing for Public Relations	
PR 401	Applied Public Relations	
PR 410	Integrated Marketing Communications for Public Relations	
Journalism (select 3)		**9**
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	
Strategic Social Media		**9**
JRL 432	Social Media Strategy	
JRL 433	Social Media Applications	
JRL 434	Social Media Campaigns	
Event Planning		**9**
PR 436	Event Planning	
PR 437	Event Promotion	
PR 438	Event Execution	
Health Promotion		**9**
JRL 450	Writing for Health Promotion	
JRL 452	Applied Health Promotion	
JRL 454	Health Promotion Campaigns	
Entertainment Media (select 3)		**9**
JRL 419	Entertainment Reporting	
PR 431	Promotion for Entertainment Media	
PR 432	Entertainment Media Branding	
PR 433	Entertainment Media Campaigns	
Sport Communication		**9**
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 Program

- B.A. Multidisciplinary Media Studies and M.S. Integrated Marketing Communications (p. 4)

Accelerated Bachelors/Masters Degree Requirements

Students must fulfill all degree requirements for the B.A. in Multidisciplinary Media Studies, including grade and GPA requirements, and all the requirements of the M.S. in Integrated Marketing Communications. Students must also meet all the requirements of the ABM.

ABM Requirements

Code	Title	Hours
Multidisciplinary Media Studies Major Requirements		108
Shared Bachelor's/Master's Coursework Requirements		12
M.S. Integrated Marketing Communications Major Requirements		18
Total Hours		**138**

Shared Bachelor's/Master's Coursework Requirements

Code	Title	Hours
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		**12**

Suggested Plan of Study

First Year

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

Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)	3	GEF2/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 Elective	3		
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
General Elective	3	General Elective	3
General Elective	3	General Elective	3
MDIA 328	3	MDIA 485S	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: 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