

**YOU
+
WVU**

***Online Master of Science
in Data, Digital or Integrated
Marketing Communications***

marketingcommunications.wvu.edu | [@wvuimc](https://twitter.com/wvuimc)



You deserve a thought-provoking and innovative master's degree program that sets you up for a lucrative and fulfilling career.

YOU DESERVE WVU.

Our faculty are the best in the industry. They are professionals who work for the nation's most prestigious agencies and world-wide clients. They bring their daily professional lives into your virtual classroom. They're more than instructors – they're mentors and well-connected members of your new network.

**PRACTITIONER
FACULTY**



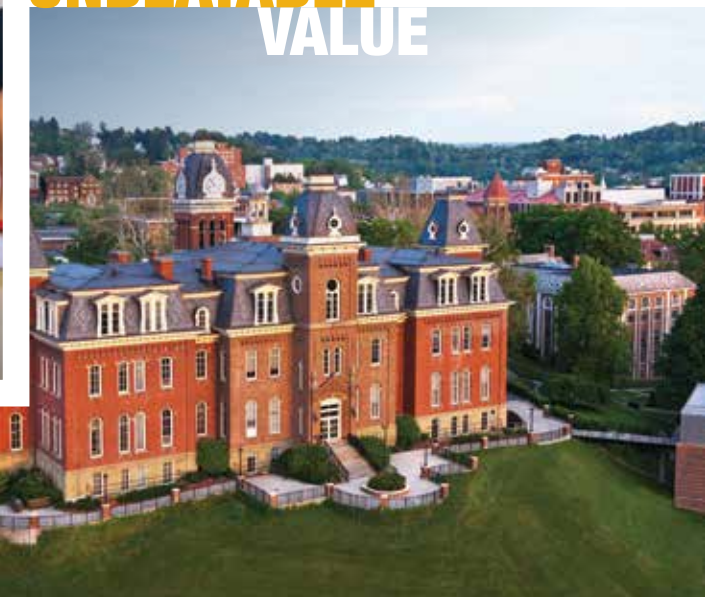
**ALWAYS
EVOLVING**



The marketing communications landscape is constantly changing, requiring new approaches to traditional marketing practices and mastering digital media. You need a program that is not only keeping pace, but staying ahead of the rapidly evolving field. At WVU, our world view is future-focused and so are our programs.

At WVU, you get a lot of bang for your buck — a world-class program taught by leading experts. Tuition is the same regardless of where you live, and the flexible programming allows you to take courses at a pace your budget and calendar can handle. As with any investment, the question is — what's the return? In a recent survey of our graduates, more than half reported receiving a salary increase of 25% or more since earning their marcom degree. Now that's ROI.

**UNBEATABLE
VALUE**



**COMPLETELY ONLINE
COMPLETELY FLEXIBLE**

You need 10 courses (that's 30 credits) to earn your Master of Science in Data, Digital or Integrated Marketing Communications. How, where and when you do it is completely up to you. There are zero in-person commitments. Double up on courses to finish quickly, or spread them out to balance school with work and family. Need to take a semester off for a big work project or a new baby? No problem! It's your degree, on your time.



**THE
NETWORK**

As we often say, "Once a Mountaineer, Always a Mountaineer." Our 2,500+ passionate Marketing Communications alumni, faculty and students coupled with our mentorship program and Integrate Conferences means your network gets a major boost from day one.

Start your application today!



go.wvu.edu/marcom-apply

You got this!

WVU offers three fully online master's degree programs in Marketing Communications: Data, Digital and Integrated. Discover which is right for you!

FAST-TRACK IT:
Both the Digital and Integrated Marketing Communications programs have intensive one-year options.

**Consider the M.S. in
DIGITAL
MARKETING
COMMUNICATIONS**
→ PAGE 10

**Consider the M.S. in
INTEGRATED
MARKETING
COMMUNICATIONS**
→ PAGE 14

**CONSIDER OUR
FULLY ONLINE
B.S. IMC**

Our advisors will work with you to transfer previously earned credits into this Integrated Marketing Communications bachelor's degree, and there are opportunities to take master's level courses during your undergraduate education so you can finish two degrees quicker and cheaper.

→ go.wvu.edu/bs-imc

**Consider one of our
GRADUATE CERTIFICATES**

Focus your knowledge base with an online graduate certificate in a specific communications area.

 Creative Strategy	 Data Marketing Communications	 Digital and Social Media	 Healthcare Communication
 Higher Education Marketing	 Integrated Marketing Communications	 Public Relations Leadership	

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DO YOU HAVE A BACHELOR'S DEGREE?

No

Yes

DO YOU HAVE A MASTER'S DEGREE?

Yes

No

No, but I will soon!

DO YOU HAVE A JOB LINED UP?

No

Yes

No

Yes, but I'm fairly new.

Yes, I'm mid-level with 5-10 years of work experience.

Yes, I have 10+ years under my belt!

Yes, I'm in the military.

SERVICE MEMBERS:

Join a program with a tradition of graduating successful veterans.

I do better with words & visuals.

HOW DO YOU FEEL ABOUT ANALYZING DATA?

Add it to my repertoire, please!

Way to go, polished pro. Now it's time for that promotion.

WHY ARE YOU GOING BACK TO SCHOOL?

I need to freshen my skill set.

I have my sights set on CMO.

BACK IT UP WITH DATA:
You're passionate about marketing and want to understand the science behind it.

WHAT BEST DESCRIBES YOU?

WHERE DO YOU WANT TO GO NEXT?

Regardless of your location, life stage, work experience, bachelor's degree ... you deserve a master's degree that excites you, sets you apart and leads to your dream career.

JACK OF ALL TRADES:

I want to customize my education and grow in a variety of marketing comm specialties.

DIGITAL NATIVE:

I thrive in digital and social media spaces and I want my career to thrive there, too.

MARKETING MASTER:

The industry is evolving and I want to stay at the forefront.

**Consider the M.S. in
DATA
MARKETING
COMMUNICATIONS**
→ PAGE 6

Master of Science DATA MARKETING COMMUNICATIONS

If your passion for marketing is driving you to understand the data behind it, this is the program for you. Online shopping, digital advertising, social media metrics, web analytics, customer relations management platforms, website user statistics — the data available to marketers to better understand audience habits and motivations is growing daily. Ready to be CMO? Pair your already-existing marketing creativity with sharpened analytical skills and an understanding of technology-driven media.



What is Data Marketing?

Data Marketing is an emerging discipline that analyzes data — from social media, websites, digital advertising and other sources — to provide professional communicators with key insights to develop and refine marketing communications activities. In

other words, the Data program equips marketing communication professionals with the skills to interpret data in order to drive messaging, assess metrics, measure productivity, increase return on investment and develop integrated marketing strategies.

WHY WVU DATA?

①

First-of-its-Kind

You won't find a program like this anywhere else. The marketing communications industry demands smarter insights and better results across a variety of media. We worked with data marketing experts to create the nation's first online master's degree explicitly focused on the strategic use of data in marketing communications.

②

Personalized Attention

We purposefully keep class sizes small (20 students or fewer), so you can interact as much as you would like with faculty and classmates. Moreover, our dedicated advisors will walk you through everything — enrollment, scheduling, tuition questions, technical issues, career planning, resume reviews, etc.

③

The Capstone

You'll use all that you've learned in a rigorous and comprehensive capstone course where you will develop a thoughtful and professional data-driven marketing communications campaign for a real-world client.

Josh Wilson

M.S. DATA, 2018

Undergraduate Education
Legal Studies, Chapman University
in California, 2008

Work

Vice President of Marketing for
Whitefish Credit Union, the largest
credit union in Montana

Why Data Marketing?

After six years in a marketing management role, I needed a graduate degree that could give me an immediate advantage in my work and support my career as a data marketer.

Why WVU?

This program allowed me to balance coursework while working full time, serving on two volunteer boards and raising my children, including a newborn.

My goal was to complete my graduate degree at one of the top universities in the country with access to world-class faculty from a variety of industries. WVU provided a program that was at the forefront of data marketing.

But wait, there's more from Josh!



Check out one of Josh's data-informed campaigns for Whitefish Credit Union. Josh has gone from student to instructor, which means he can relate to your experience as a student while introducing you to real-world campaigns like this one as part of your learning experience.

go.wvu.edu/josh-wilson



DATA INSTRUCTORS

WVU's Data faculty have the perfect combination of left- and right-brain that they exercise every day for clients all over the world. They'll help you analyze data to launch creative campaigns that reach the right people in the right places.



Dan Dipiazza

has more than 30 years of experience in marketing and communications.

He currently serves as chief marketing officer for Georgia Aquarium in Atlanta, the largest aquarium in the Western Hemisphere and the No. 1 ticketed attraction in Georgia. As CMO, he leads all aspects of marketing, sales and membership. Dan has spent 16 years in marketing leadership positions for SeaWorld Parks and Entertainment, leading marketing strategy and planning, loyalty and direct marketing, digital marketing and in-park retail marketing.



Cyndi Greenglass

is a founding partner and president at Livingston Strategies,

a data-informed, strategic consulting firm that helps clients develop, execute, and measure their customer communications with a close focus on results. She has razor-sharp strategic skills matched by impeccable on-the-ground savvy and tactical abilities. These qualities have enabled her to build a successful company and reputation in performance-based marketing across a broad range of industries including B2B and B2I, as well as in critical compliance and regulated communications.



But wait, there's more from Kelly!



go.wvu.edu/kelly-greathouse

Kelly Greathouse

M.S. DATA, 2024

Undergraduate Education
Broadcast Journalism and Theatre Arts, Point Park University, 2006

Work
International Communications
Lead for GNC

Why Data Marketing?
I started my career in broadcast journalism. In my professional career, I noticed there was a gap in my ability to analyze the data, to pick it apart and to then use it productively to build strategy. This program is helping me to do just that.

The skills I learn in class can be directly related to my time on the job at GNC. I often find myself referring back to lessons and what my professors have taught me. I'm very lucky to have this experience and to apply it in real-time.

Why WVU?
I am a full-time working mom of three, so going to school for a master's degree was only possible with online options, and WVU has a great reputation of providing quality education, so it was a no-brainer.

The most beneficial thing about my time in this program has been building connections and relationships with my classmates and also with the professors. It's been really valuable and rewarding.



The future for
DATA MARKETERS:

Senior Level Marketing Salaries

Lowest 10%	\$76,790
Average	\$140,040
Highest 25%	\$198,530

Source: Bureau of Labor Statistics

Careers for Data-Driven Marketers

Data marketers are both analytical and creative which makes them one of the most desirable assets for a company. A data marketing role is a good fit if you like solving puzzles, enjoy storytelling or have a niche with numbers. Here are some common jobs:

Marketing Analyst
\$71,313 annually

Data Scientist
\$142,381 annually

Advertising Manager
\$119,972 annually

Chief Marketing Officer
\$347,055 annually

Account Executive
\$103,073 annually

Brand Marketing Director
\$101,120 annually

Source: salary.com

Master of Science DIGITAL MARKETING COMMUNICATIONS

You've likely been a digital media consumer for years. You know how quickly we've moved from static to responsive websites; from Facebook to Instagram to TikTok; from cable television to Hulu. What's next? And how do you use the existing and emerging media channels to reach the audiences living on them? WVU's completely online master's degree in Digital Marketing Communications gives you the strategy and the skills to be the best in this growing field.

*But wait, there's
more from Brandy!*



go.wvu.edu/brandy-lawrence



What is Digital Marketing?

→ **Digital Marketing** is creating a dialogue with today's modern audience that builds a community around a brand or organization. It's all about building trust and providing customers with long-term value so that they become advocates who bring you more customers. Digital marketers must

have a thorough understanding of search engine optimization, organic and paid search, display marketing, social media marketing, marketing automation, multi-channel analytics, always-on campaigns and desktop and mobile user experiences — all to get the right messages to the right people in the right places.

WHY WVU DIGITAL?

1 Built-In Certifications

Employers want to know that you have both the strategy and the skill. Certifications from major platforms like Google and Facebook are built into the Digital curriculum. It's an added layer of proof that you have the skills to execute a digital marketing strategy.

2 One-Year Option

A structured, accelerated option allows you to complete the ten required courses in just one year. Or spread courses out to balance life, work and family. Either way, there are zero in-person commitments and you have the flexibility to make a change to your schedule on the fly.

3 The Capstone

You'll use all that you've learned in a rigorous and comprehensive capstone course where you will develop a thoughtful and professional digital marketing communications campaign for a real-world client.

Brandy Lawrence

M.S. DIGITAL MARKETING
COMMUNICATIONS, 2023

Undergraduate Education
Business, Concord University, 2021

Work

Morning and Afternoon
News Anchor, Webmaster,
Assignment Editor and
Producer at WOAY-TV

Why Digital Marketing?

I was looking for a way to use my business background and also do something that would allow me to be creative. I really want to find ways to build relationships with consumers and integrate marketing into my business knowledge.

Why WVU?

I love that certificates like Google Analytics are part of the coursework. The program is challenging, but it's a good challenge - it's preparing me for something huge.



DIGITAL INSTRUCTORS

WVU's Digital faculty are leading teams at major agencies and for national clients. They understand the importance of a digital strategy and how to implement one because they do it every day.



Justin Hoot

is the director of client services at Someoddpilot, a creative company in Chicago. A seasoned and award-winning marketing executive, Justin specializes in innovative brand, digital and interactive experiences with lifestyle, music and consumer brands including Converse, Chaco, Jordan, Patagonia, Budweiser, Activision, Sonos, VH1 and The Fader, as well as major label recording artists Beyoncé, Modest Mouse, Future, Bleachers and many more. He is a two-time graduate of WVU, having earned both a bachelor's degree and master's in IMC.



Amy Teller

is a marketing strategist and an instructor at both WVU and the

College of William and Mary. She is a marketing consultant for multiple tech start-ups where she conducts market research, segmentation and targeting analyses, to position products strategically in the marketplace. She also participates in the Virginia Small Business Development Center's Innovative Commercialization Assistance Program that helps entrepreneurs bring new technologies and innovations to market.

Adam Payne

M.S. DIGITAL MARKETING COMMUNICATIONS, 2022

Undergraduate Education

Journalism and Acting,
West Virginia University, 2021

Work

Editor in Chief of YNST Magazine in
Morgantown, West Virginia

Why Digital Marketing?

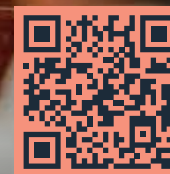
At the end of the day, my heart is in the arts and it's connected to being creative. I'm really passionate about digital media and new media that's more magazine forward than traditional news, so that's a specific space that really interests me. I love making graphics and videos, but I didn't know any of the actual strategic elements that go into play. Now I feel empowered by the skills I learned in the program and confident that I have the strategy to back up the creative.

Why WVU?

The faculty are so attentive, and their feedback is so detailed. I learned so much in such a short time. One of my professors found me on LinkedIn before the course even started and was like, "Hi, I'm going to be your professor. You can personally reach out to me anytime." He went above and beyond to make the environment feel personal even though the class was virtual.



But wait, there's more from Adam!



go.wvu.edu/adam-payne



The future for
**DIGITAL
MARKETERS:**

Digital Marketing Communications is one of the most rapidly growing industries as technology continues to evolve and thrive.

According to the latest projections, digital advertising revenue will surpass

\$700 billion by 2025.

That is a major increase from 2022 when the industry was valued at \$153 billion.

Source: statista.com

Career Outlook for Digital Marketers

Search Marketing Strategist

10-Year Projected Job Growth
11% and higher
(much faster than average)

Median Wage (2022)
\$68,230 annually

Source: onetonline.org

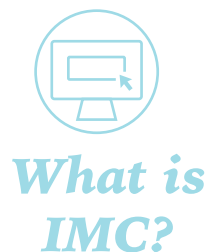
Marketing Manager

10-Year Projected Job Growth
8% to 10%
(faster than average)

Median Wage (2022)
\$140,040 annually

Master of Science INTEGRATED MARKETING COMMUNICATIONS

Whether you're fresh out of an undergraduate program or a seasoned professional, the IMC online master's degree at WVU can be customized so that you get exactly the education you're looking for. Choose from more than 25 electives or specialize in one of our areas of emphasis. And take comfort in the fact that you're learning what's happening in our industry now and what's coming next from faculty who are literally practicing what they preach every day.



What is
IMC?

Integrated Marketing Communications (IMC) involves understanding a target audience and creating persuasive messaging that speaks directly to what you know about them. That same brand messaging is then carried across all channels — advertising,

public relations, direct marketing, social media, sales promotion and any new media the future brings. It involves research. It involves strategy. It involves creativity. It's a perfect mixture of all the talents that make for the best marketing communicators.

WHY WVU IMC?

1 **Reputation**

Developed in 2003, WVU had the first online IMC master's degree. It's a respected program with innovative roots and a future-focused, real-world curriculum.

2 **Customizable**

We continuously add to the more than 25 electives to make sure the curriculum aligns with the latest and greatest IMC industry strategies. You can pick and choose topics to create your perfect educational experience.

3 **Specializations**

Specialize in a high-demand area by focusing your electives to earn an Area of Emphasis in:

- / Creative Strategy
- / Data Marketing Communications
- / Digital and Social Media
- / Healthcare Communications
- / Higher Education Marketing
- / Public Relations Leadership

4 **The Capstone**

You'll use all that you've learned in a final capstone course to develop a thoughtful and professional-quality IMC campaign for a real-world client. You can select your own client or be assigned one.

Alexis Schnell

M.S. IMC, 2019

Undergraduate Education
Communications and Media Studies,
University of Louisville, 2015

Work
Social Media Specialist for LG&E and KU
Energy LLC in Louisville, Kentucky

Why IMC?
The program tested me in a way I wasn't familiar with. It's made me more confident in my job. It's made me more confident in my career journey. I know that I have all the tools to do more in advertising and digital strategy, and I bring a uniqueness to my group because I know how to do the integrated marketing role.

Why WVU?
As soon as I inquired about the IMC program, I was hooked! The website was so clean and easily accessible, and I had people reaching out asking how they could help me. I was sold on it. It was online so I knew I could do it at my own pace, which was super helpful not being local and working full time. The program checked all my boxes and allowed me to get the graduate education that I was looking for and at the level I needed it to support my day-to-day life and career.

But wait, there's
more from Alexis!



go.wvu.edu/alexis-schnell



IMC INSTRUCTORS

Our faculty are professionals from the nation's capital, the Big Apple and Silicon Valley. Many of them are alumni of the program who've gone on to have hugely successful careers. They've been in your shoes and now they're using their professional expertise and connections to set you up for that same success.



Whitney Drake

manages the digital solutions team at GM, which focuses on

self-help using artificial intelligence (AI), natural language processing (NLP) and messaging solutions. Her 25 years of experience counseling clients in public relations, social media and integrated communications, both inside and outside the automotive industry, have allowed her to create unique and compelling activations around some of the world's largest events, including the Super Bowl, American Idol, SXSW and the Country Music Association (CMA) Festival.



Nathan Pieratt

is an accomplished creative director with over 20 years

of experience in developing creative strategies and integrated marketing campaigns for Fortune 500 brands, startups and small businesses. He has a proven track record of delivering outstanding results for clients such as Frito-Lays, Walmart, Swipeby, and Balfour & Co. and has worked in creative leadership roles for major agencies like The Marketing Arm and Epsilon. He is currently the creative director at Hotel Engine.



Isaac Mei

M.S. IMC, 2017

Undergraduate Education

Public Relations,
Alderson Broaddus University, 2014

Work

Social Media Strategist for the
Pew Research Center

Why IMC?

I really needed something to help me stay on top of the trends and be able to pivot. The IMC program really seemed like it had all the tools to benefit me in the future and in my career.

Why WVU?

One of the things that makes this program so special is that your professors have real-world experience. This is one of those industries that is always changing, and the faculty knowledge of the IMC world is so vital.

Starting the IMC program was one of the best decisions I've ever made. Dive in, head first! Dive into the assignments and into the work. Experiment and get feedback from the faculty experts and your colleagues in the program.

But wait, there's more from Isaac!



go.wvu.edu/isaac-mei

This industry is expected to grow between
10% and 14%
by 2030

which is as fast as average and faster than average.

Source: Bureau of Labor Statistics

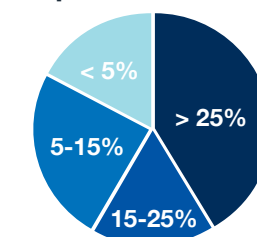


In a recent survey of
WVU IMC ALUMNI:

96%

either received a promotion or felt more competitive in the job market after earning their degree.

Since earning their degrees, IMC alumni reported raises of



98%
stated that they would recommend the IMC program to a friend or colleague.



GRADUATE CERTIFICATES

in Marketing Communications

The marketing communications industry is ever-evolving. Freshen your skills by earning a graduate certificate in Integrated Marketing Communications, which provides a broad overview of the discipline, or in a particular area of emphasis. Fill a marketing void at your company, hone skills to prepare for a promotion or pursue a topic that you're passionate about. If you start in a certificate program, you can transfer those credits into the full degree program at any time before completing and graduating with the certificate.



INTEGRATED MARKETING COMMUNICATIONS

This certificate will give you a broad overview of IMC, focusing on several integral aspects of the discipline. You'll take an introductory course followed by courses in audience insight, brand equity management and emerging media and the market.



CREATIVE STRATEGY

Whether you're the graphic designer at a small business, the creative services manager at a large company or a marketing professional who wants to develop stronger creative skills, this certificate will help you become a central figure in the full development of marketing strategy across channels. This certificate gives you the skills to thrive in a marketing world that requires powerful collaboration between creatives and strategists in order for campaigns to succeed.



DATA MARKETING COMMUNICATIONS

Data exists in many forms — website analytics, survey information, social media statistics and more. Learn how to interpret the data behind marketing to make better decisions at every stage of the marketing process. With topics focusing on segmenting a company's target audience, understanding the metrics from advertising campaigns and strategically evaluating ROI, the Data specialization will allow you to make calculated marketing decisions.



DIGITAL AND SOCIAL MEDIA

You're probably already an expert consumer of digital and social media. Most of us live on digital and social media on a daily basis so we know firsthand how prevalent and powerful these tools can be. With topics focusing on social media strategy, search engine optimization, digital advertising, video production and storytelling, this certificate equips you with the skills to thrive in a marketing world that increasingly relies on the power of digital and social media.



HEALTHCARE COMMUNICATION

Healthcare is one of the most vital, complex and technologically advanced industries, and it needs skilled communicators to capture and share the deeply human side. The courses in this certificate program dive into the ethical, legal and technological complexity of the healthcare industry. You'll explore the factors that drive health decisions and learn how you can use effective marketing to change behaviors. You'll also learn how AR/VR technologies can enhance a healthcare marketing communications campaign.



HIGHER EDUCATION MARKETING

For colleges and universities, reputation is a key factor in their ability to engage and recruit students, and that reputation is shaped by dedicated marketing and recruitment professionals. By learning branding, content creation, diversity and inclusion initiatives and social media targeting in the scope of higher education, you'll learn how to create distinctive, targeted communication and recruitment plans.



PUBLIC RELATIONS LEADERSHIP

Our media culture is always evolving, which means that brands are constantly looking for innovative ways to make their mark. Emerging public relations professionals have an incredible opportunity to do just that. You'll learn how to manage internal and external brand communications, react to crises and hone the PR skills you need to lead in a media-hungry world that is driven by powerful messaging.

FACTS AND FINANCIALS

Here are some fast facts about West Virginia University's Online Marketing Communications Master's Degree Programs, but this just scratches the surface. You'll discover a lot more throughout your journey with us.

400+

current online graduate students

20:1

student-to-faculty ratio per course



Our students have a variety of bachelor's degrees and years of work experience.



*students from
36 states and
Washington D.C.*



*80+ military
students stationed
around the globe*



2,500+

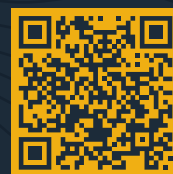
MARKETING COMMUNICATIONS ALUMNI

who work in a variety of industries around the world. And, they engage with their alma mater often to help mentor you, the next generation of alumni.

Total Tuition and Fees

10 courses | 30 credit hours

WVU's Marketing Communications programs are nationally renowned, but as a public university, we aim to keep tuition affordable and our cost is typically half that of our competitors. **Get the latest rates →**



go.wvu.edu/marcom-tuition

WE'VE GOT YOUR BACK

- ✓ **FULL-TIME ADVISOR**
to help you navigate applying to the programs, seeking financial aid, scheduling courses and making sure you're ready to graduate
- ✓ **FULL-TIME TECH SUPPORT**
to make coursework in our online platform a breeze
- ✓ **MENTORSHIP COORDINATOR**
to connect you with alumni in your industry or in your town
- ✓ **INTEGRATE CONFERENCES**
in-person and online to connect you with fellow students and industry leaders



Scholarships

specifically for marketing communications master's degree students



65 online graduate instructors
with industry experience and connections

Connect and Engage

➔ marketingcommunications.wvu.edu

📞 304-293-6278 | ✉ wvuimc@mail.wvu.edu

@WVUIMC     

MARCOM TODAY BLOG

Our alumni and faculty share industry insights, trends and how-tos at go.wvu.edu/mctodayblog.

APPLY TODAY!



go.wvu.edu/marcom-apply