

WVU REED COLLEGE OF MEDIA

*Online Graduate Programs
in Marketing Communications*



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

TOP 5

reasons for the next step on your path to be an online master's degree in Marketing Communications from WVU

COMPLETELY ONLINE, COMPLETELY FLEXIBLE

You need 10 courses (that's 30 credits) to earn your Master of Science in Marketing Communications.

How, where and when you do it is completely up to you. There are zero in-person commitments. Schedule multiple courses at a time 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.

1



PRACTITIONER FACULTY

Our faculty are the best in the industry. They are professionals from the nation's capital, the Big Apple and Silicon Valley. They take their daily professional life and bring the real world into your virtual classroom. They're more than instructors – they're mentors and well-connected members of your new network.

2



3

ALWAYS EVOLVING

The landscape for marketing communications is constantly changing, requiring new approaches to traditional marketing practices and mastering digital mediums. Professionals 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.



4

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.



5

UNBEATABLE VALUE

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, 41% report receiving a salary increase of 25% or more since earning their IMC degree. Now that's ROI.



Start Here!

Look at you, planning ahead! A master's degree in marketing communications is a good option for undergrads from a variety of disciplines. Be sure to keep WVU in mind when you're ready to apply for grad school.

DO YOU HAVE A BACHELOR'S DEGREE?

No

Yes

DO YOU HAVE A MASTER'S DEGREE?

Yes

No

ARE YOU CURRENTLY WORKING?

No, but I will soon!

DO YOU HAVE A JOB LINED UP?

No

Yes

HELLO THERE, RISING STARS
Jump right in to a one-year master's program that will set you apart.

Consider the M.S. in DIGITAL MARKETING COMMUNICATIONS

Consider the M.S. in INTEGRATED MARKETING COMMUNICATIONS

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.

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.

WHAT BEST DESCRIBES YOU?

WHERE DOES YOUR PATH LEAD?
Regardless of your location, life stage, work experience, bachelor's degree ... you can up your game with an online master's degree in marketing communications from WVU.

PARENTS ON THE MOVE
I need to balance family time with flexible coursework.

DATA CROSSOVERS
I've been tracking data and now I need it to work for me.

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

Consider one of our GRADUATE CERTIFICATES

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

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

SKILL SEEKERS
Start with a grad certificate and transition credits to the degree program later on.

SERVICE MEMBERS
Join a program with a tradition of graduating successful veterans.

CAREER CHANGERS
It's never too late to score that fulfilling career.

Consider the M.S. in DATA MARKETING COMMUNICATIONS

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 30 electives or specialize in one of our six 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 mediums 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.



RISING STAR

Emily Zekonis

M.S. IMC, 2020

Undergraduate Education
Strategic Communications, West Virginia University, 2019

Work
Events and Marketing Graduate Assistant for the WVU Reed College of Media in Morgantown, West Virginia

Why IMC?
I graduated with my bachelor's degree early and wanted more time to build my skills, gain experience and expand my network.

Why WVU?
I found a great home at WVU. The staff and faculty truly care about the experience and future of their students.

Emily is the national VP of events and fundraising for the Public Relations Student Society of America. She is originally from Philadelphia, is an avid runner and plays rec league soccer.

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 30 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.

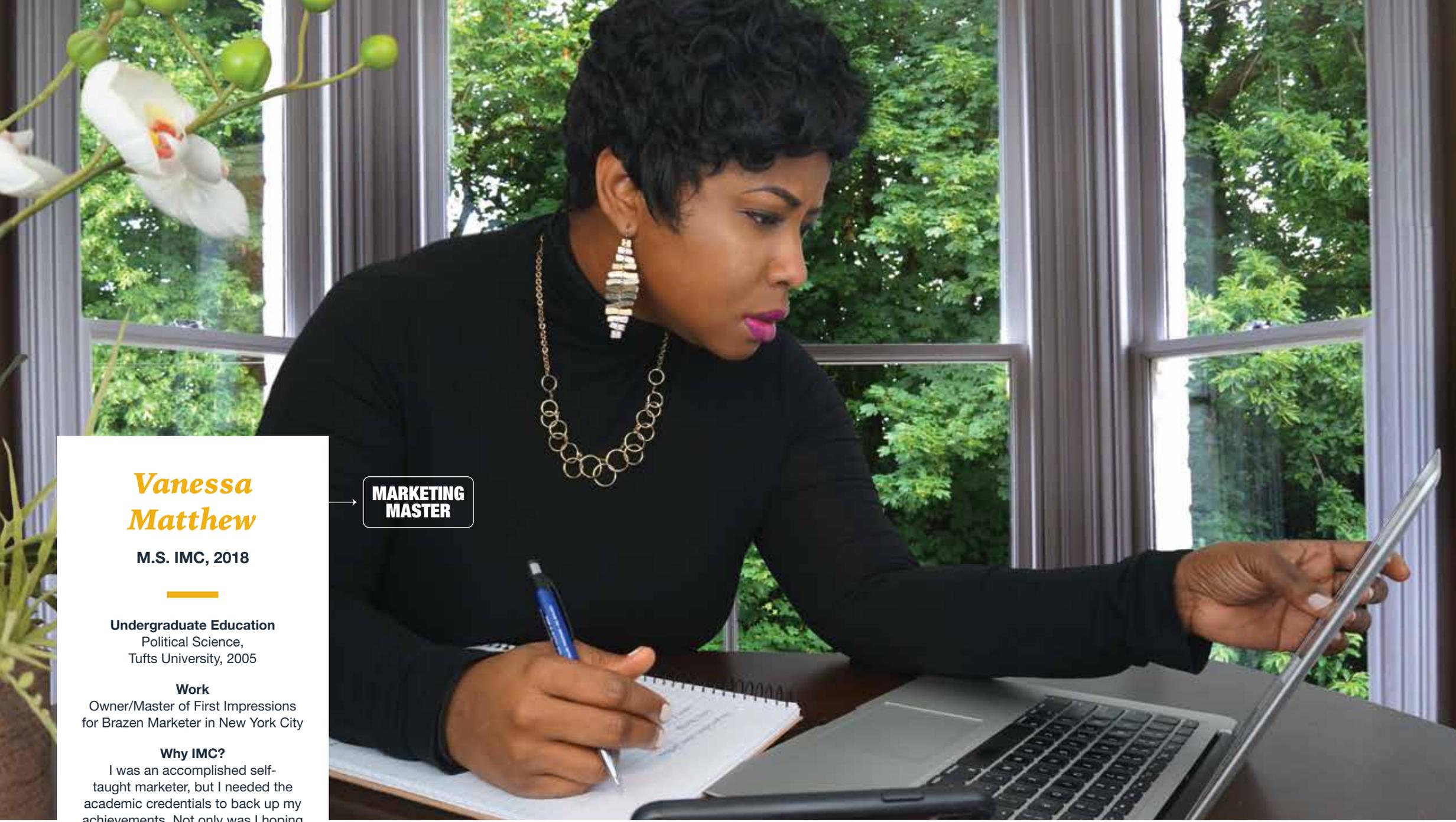
3 Specializations

Specialize in a high-demand area by using your four 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.



Vanessa Matthew

M.S. IMC, 2018

Undergraduate Education
Political Science,
Tufts University, 2005

Work
Owner/Master of First Impressions
for Brazen Marketer in New York City

Why IMC?
I was an accomplished self-taught marketer, but I needed the academic credentials to back up my achievements. Not only was I hoping a degree in IMC would open doors for me, but that it would take my marketing to the next level.

Why WVU?
I needed a program that prioritized a practical education over a heavily theoretical one. WVU provided the precise type of education I was looking for.

Vanessa enjoys spending time with family, friends and her fiancée. She loves sushi, soca music, a good laugh and great marketing books.

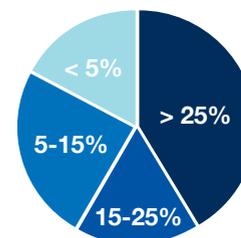
MARKETING MASTER



In a recent survey of
WVU IMC ALUMNI:

94%
rated their overall satisfaction level with WVU's program at an **8 OUT OF 10** or higher

Since earning their degrees, IMC alumni have reported raises of



98.3%
stated that they would recommend the IMC program to a friend or colleague



IMC FACULTY THOUGHT LEADERSHIP

Our faculty are the best in the industry. They are professionals from the nation's capital, the Big Apple and Silicon Valley. They are practicing what they preach every day and bringing the IMC world into your virtual classroom. They're more than instructors – they're mentors, and they're well-connected.



Whitney Drake

is the senior manager of GM Brand and Story Bureau

at General Motors. She has 20 years of experience counseling clients in public relations, social media and integrated communications, and she has created unique and compelling campaigns around some of the world's largest events including the Super Bowl, American Idol, SXSW and Warriors in Pink.



Michael Fulton

is the director of public affairs and advocacy at Asher

Agency in Washington, D.C. He has more than 30 years of business networking, government relations and communications experience. Before joining Asher Agency, he spent more than 22 years at GolinHarris Public Affairs, utilizing congressional and federal agency meetings, grassroots campaigns, creative events, videos, survey research and media relations to enhance his advocacy activities and achieve tremendous government relations results for his clients.

Master of Science

DATA MARKETING COMMUNICATIONS

The time for the science-backed chief marketing officer has come. 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. Today's marketing professionals need to combine an understanding of technology-driven mediums and sharp analytical skills with traditional marketing creativity.



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.



DATA
CROSSOVER

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.

*Josh resides with his wife and their
two children in Northwest Montana,
a 30-minute drive from Glacier
National Park. He spends his free
time hiking the numerous trails
throughout the region.*

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 mediums. 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 anything — 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.

Alex McPherson

M.S. DATA, 2017

Undergraduate Education
Public Relations, West Virginia University, 2011

Work

Vice President of Insights and Analytics at Methods+Mastery (a FleishmanHillard Company) in Dallas, Texas

Why Data Marketing?

I was looking for a way to push my current skill set to a new level, but round out my knowledge gaps. I also needed something flexible to balance school on top of life and work. WVU's Data program offered the complete package.

Why WVU?

Even during undergrad at WVU, I took several online classes to help pace my learning and fit my busy schedule. The blog component was so useful for classmate dialogues I didn't experience in many in-person courses. Between my dad's glowing recommendation as an IMC graduate and the unique data-focused program, I knew heading back to WVU was the right choice for me.

Alex is a third generation WVU Journalism School graduate, contributor to Methods+Mastery's 2019 Silver Association for Measurement and Evaluation of Communication (AMEC) Award for "Most Impactful Client Recommendations Arising from a Measurement Study," and is the organizer and campaign creator for his group's weekly Dungeons & Dragons game.

MARKETING MASTER



The future for
DATA MARKETERS:

Senior Level Marketing Salaries



Source: Bureau of Labor Statistics

Emerging Careers for Data-Driven Marketers

- | | | |
|---------------------------------------|------------------------------|-----------------------------------|
| 1 / Innovation Manager | 4 / Digital Brand Manager | 8 / Revenue Marketing Manager |
| 2 / Digital Transformation Specialist | 5 / Digital Strategist | 9 / SEO Strategist |
| 3 / New Technology Specialist | 6 / Chief Experience Manager | 10 / Content Marketing Specialist |
| | 7 / Marketing Technologist | |



DATA FACULTY THOUGHT LEADERSHIP

The online Data Marketing Communications master's degree program was created with the help of industry pros-turned-faculty. Who better to teach you about using data to enhance your marketing efforts than the experts who created the program?



Susan Emerick

is the principal and founder of Brands Rising,

where she works with Fortune 100 companies, providing expertise in strategy, engagement and measurement methods. Previously, she led global enterprise social business and digital marketing programs at IBM, where her team developed an influencer intelligence system tapping into IBM Watson's machine learning, natural language processing and artificial intelligence power to establish the technology giant's digital and social media strategy.



Cyndi Greenglass

is a founding partner and senior vice president

of strategic solutions at Diamond Communication Solutions, a data-driven communications firm specializing in healthcare, financial services and direct response solutions. Cyndi has twice been named into the Top 100 Influential BTB Marketers by Crain's BtoB Magazine and was the 2012 CADM Chicago Direct Marketer of the Year.

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 — in just one year.



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.



RISING
STAR

Max Shavers

B.S. JOURNALISM, 2020

Undergraduate Education
Journalism, West Virginia University, 2020

Work

Full-time student; visual marketer for the WVU LaunchLab; freelance photographer, videographer and designer; and sports journalist for U92, WVU's student-run radio station

Why Digital Marketing?

I love the creativity that comes with digital marketing, an area where people are influenced by social media, streaming services and the internet. I think my creative skills can flourish in that kind of market because it isn't necessarily defined or held within a boundary. It's always expanding.

Why WVU?

WVU is not only home for me, it is home to one of the best media colleges in the nation. I know this from first-hand experience, and I know I'll be getting an exceptional learning experience by pursuing WVU's master's degree in Digital Marketing Communications.

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 in to the Digital curriculum. It's an added layer of proof that you have the skills to execute a digital marketing strategy.

2 One-Year Program

The structured, accelerated program allows you to complete the ten required courses in one year. There are zero in-person commitments, and you'll progress through as a cohort with the same group of students from course to course. That makes for a good support system.

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.

Mel Wilson

M.S. IMC, 2018

Undergraduate Education
Public Relations, West Virginia University, 2011

Work
Manager of Digital Marketing at UPMC in Pittsburgh, Pennsylvania

Why Digital Marketing?
What I love about digital marketing is that more than ever before, it requires so much strategy, skill and creativity. You have to bring a wide range of knowledge into each decision, considering user experience, web design, search engine optimization, social media, web analytics, paid media, email marketing, digital content, videography and photography, interactive technology and more, to make all of the puzzle pieces fit together.

Why WVU?
Applying to WVU was such an easy decision for me. The digital program didn't exist at the time, but IMC course offerings aligned with much of what I wanted to learn as I was taking my first steps into a digital marketing career. This field is constantly evolving, and IMC gave me my first glimpse at that concept. It's no secret that digital experts are more in demand than ever before; having my master's degree has truly helped to set me apart and qualify me at a higher level than other candidates.

In addition to her career at UPMC, Mel runs a successful small business as a wedding and family photographer.

MARKETING MASTER



The future for
**DIGITAL
MARKETERS:**

According to the Bureau of Labor Statistics, overall employment of advertising, promotions and marketing managers is projected to

grow 8% in the next ten years,

faster than the average for all other occupations.

Career Outlook for Digital Marketers

Search Marketing Strategist

10-Year Projected Job Growth
7% to 10%
(faster than average)

Median Wage (2018)
\$90,270 annually

Marketing Manager

10-Year Projected Job Growth
7% to 10%
(faster than average)

Median Wage (2018)
\$134,290 annually



DIGITAL FACULTY THOUGHT LEADERSHIP

The Digital Marketing Communications program was created with the help of industry pros-turned-faculty. Who better to teach you about this ever-evolving field than the experts who created the program?



Karen Freberg

is a presenter, research consultant in social media and

crisis communications and author whose research has been published in several book chapters and academic journals including *Public Relations Review* and *Media Psychology Review*. She has coordinated and advised various companies on the areas of social media pedagogy and certification programs, such as Hootsuite, Meltwater, Adobe and Hubspot. She is a full-time associate professor in strategic communications at the University of Louisville.



Keith Quesenberry

spent nearly 20 years as an associate creative director and

copywriter for advertising agencies such as BBDO and Arnold Worldwide and worked with clients spanning from startups to Fortune 500 companies. He is the author of "Social Media Strategy: Marketing and Advertising in the Consumer Revolution" and a full-time associate professor of marketing at Messiah College. He has taught social media marketing, digital marketing and advertising at Johns Hopkins University and Temple University in addition to WVU.

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.



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.



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.



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.



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.



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.

FACTS AND FINANCIALS

Here are some fast facts about the West Virginia University Reed College of Media Online Graduate Programs, but this just scratches the surface. You'll discover a lot more throughout your journey with us.

350+

current online graduate students



from **3 countries**

20:1

student-to-faculty ratio



from **34 states and Washington D.C.**

3.25

average years of work experience



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

Tuition is the same regardless of where you live.

And, in 2019, we reduced tuition by 16% to

\$24,600

WE'VE GOT YOUR BACK

- ✓ **FULL-TIME ADVISORS** 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
- ✓ **MENTORING COORDINATOR** to connect you with alumni in your industry or in your town
- ✓ **INTEGRATE CONFERENCES** throughout the country to connect you with fellow students and industry leaders



Scholarships

specifically for marketing communications master's degree students



57 online graduate instructors

with industry experience and connections

Connect and Engage

➤ marketingcommunications.wvu.edu

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

@WVUIMC     

WVU MARCOM TODAY

WVU Marketing Communications hosts a weekly podcast at wvumctoday.com and shares industry insights through our blog at go.wvu.edu/mctodayblog