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An Introduction to the IMC/DMC Program

Congratulations! You are about to begin your graduate coursework in the Integrated Marketing Communications (IMC) or Data Marketing Communications (DMC) program offered exclusively online by the Reed College of Media at West Virginia University. We are so glad that you've decided to pursue a master’s degree in either IMC/DMC, or graduate certificate in IMC. To ensure that you adequately prepare yourself for the challenges and rewards that lie ahead, it's vital that you establish realistic expectations of what graduate school requires.

First, in the IMC/DMC program - as with most graduate programs - students are responsible for setting the bar high, then working to exceed it. It is not uncommon to be compared and scored based on the work of other students in your class just like the competitive environment prevalent in the marketing communications industry.

Second, graduate school is essentially an apprenticeship. Instead of sitting in class for a couple of hours a day and then having free time, grad school is more like a job that occupies a great deal of your time. In the IMC/DMC program, you will likely have to juggle coursework with a full- or part-time job as well as personal/family responsibilities. You'll spend a great deal of time working on your assignments independently from your professor and other students, and it's up to you to devote a sufficient amount of time and dedication to ensure your own success. You are strongly encouraged to refrain from attempting too much, especially in your first few terms. For this reason, all IMC/DMC students take Introduction to IMC (IMC 610) or Introduction to DMC (DMC 660) by themselves in their first term. This enables you to get some experience with the program, work through any technology-related issues, learn the software used by the program and establish your expectations regarding the level of effort required to succeed in the program.

The life of an IMC/DMC graduate student is much less structured than that of a traditional undergraduate student. “Hours” in the classroom are fewer and more flexible, but hours spent on course-related work are greatly increased. The typical IMC/DMC graduate student carries three to six credit hours per eight-week term. Students are limited to no more than nine credit hours between the Early and Late terms in the Spring and Fall, as well as to just six credit hours in the Summer. Moreover, expectations from faculty are much higher. You should plan to devote an average of 12 to 15 hours per week, per course to succeed in the IMC/DMC program. While some weeks may take more than 15 hours, and some fewer, it’s a good idea to establish a planned schedule each week allocating at least that much time for your studies. Finally, as with any graduate program, different professors have different styles, approaches and expectations.

It’s vital to note that although all coursework in the IMC/DMC program at the WVU Reed College of Media is completed online, there is no diminished expectation in terms of the effort required by graduate students in the program. The IMC/DMC program’s mission is to provide a professional educational environment in which students from across the country and world can work toward mastery of this innovative discipline under the direction of faculty who are leaders in the industry. The expectations for our students are as great as in traditional graduate programs – the only difference is in the delivery of the coursework.

At the end of this program, you will have earned a Master of Science degree in Integrated Marketing Communications, a Master of Science degree in Data Marketing Communications, – or an IMC graduate certificate to supplement your current education. In doing so, you will join a group of industry professionals who have innovative, specialized training in this challenging
discipline. You will be more competitive in an industry that is increasingly demanding the skills that can be acquired in this program. And finally, you will be associated with one of the most cutting-edge graduate programs in the world.

This **Student Handbook** is designed to help you:

- Succeed in the IMC/DMC program.
- Understand the academic performance standards for IMC/DMC students.
- Pinpoint specific student information.
- Plan your progress through the IMC/DMC program.
- Understand and access certain WVU online systems.
- Easily locate valuable contact information.

Good luck to you as you begin your studies. The IMC/DMC program is interested in ensuring your success, and we are available to assist you as you proceed through the program. If you need assistance or have a problem, do not hesitate to contact your professor or a member of the IMC/DMC administrative team.

Best Regards,

Chad Mezera  
Assistant Dean of Online Programs  
Reed College of Media  
West Virginia University  
(304) 293-5903  
Chad.Mezera@mail.wvu.edu
Succeeding in the IMC/DMC Program

Below are some general tips for success in the IMC/DMC program:

- **Plan for an average of 12-15 hours per week to complete your IMC/DMC coursework.** You should develop a schedule each week that allows you to effectively meet coursework deadlines. Don’t wait until the day an assignment is due to begin working on it!

- **Check the IMC/DMC program website at** [https://imc.wvu.edu](https://imc.wvu.edu), [https://dmc.wvu.edu](https://dmc.wvu.edu) **often for news and updates.** Use the links within the Curriculum and Advising sections for specific information about course schedules and course registration instructions.

- **Check your MIX email on a daily basis.** Remember that all program-related information will be communicated via your WVU MIX email. Check both your MIX email and eCampus course email for messages. *Please make sure to read each email thoroughly.*

- **Log into the IMC Dashboard regularly.** The IMC Dashboard will be updated with new information, dates, deadlines, and much more pertaining to the IMC/DMC program. Checking the dashboard regularly will keep you up to date on new processes, procedures, expectations, and deadlines.

- **Communicate problems early!** If you encounter a problem with your online course or have an issue you need resolved, don’t hesitate to contact the appropriate person. For course problems, contact your professor first. For program issues, contact the student advisor Amber Novotny, as soon as possible.

- **Set the WVU eCampus** [https://ecampus.wvu.edu](https://ecampus.wvu.edu) **login page as your homepage on your personal computer and log in each day.** You should plan on spending as much (or more) time online for the class as you would spend attending a standard on-campus graduate-level class. You may want to plan a specific time that you will work on the class each day. Remember, you will need to be online most weekdays during the term.

- **Print the course syllabi and your weekly assignments during the first week of class** so that you know what is expected of you during the semester. Consider maintaining a separate calendar for IMC/DMC coursework and record all scheduled deadlines to ensure you don’t miss an assignment.

- **Always draft your discussion postings and emails in a Microsoft Word document prior to posting them online.** It is easy to lose your work if the system times out. Also, if you click on another discussion posting before you have uploaded the one you are drafting, your work will be lost. Creating the post in a Microsoft Word document and then copying and pasting it online can save you time and aggravation.

- **You are encouraged to save all your coursework outside of eCampus.** Once the semester ends, you will no longer have access to old courses. Make sure you have an organized structure of all coursework for future reference.
Plan vacations and travel around your IMC/DMC coursework whenever possible. If travel during an IMC/DMC term is unavoidable, you must ensure that you will be able to keep up with your coursework prior to beginning your travel. Lack of internet access is never an excuse for missed deadlines. If you need to take a term off for any reason, please contact program administrators before the course begins.

Academic Performance Standards for IMC/DMC Students

In keeping with West Virginia University's academic standards for graduate students, the IMC/DMC program requires all enrolled students to maintain a minimum grade point average (GPA) of 2.75 to remain in good standing.

Per the policy of West Virginia University, any student in the IMC/DMC program with a cumulative GPA below 2.75 may be placed on academic probation for two consecutive IMC/DMC semesters after the determination of inadequate academic performance (GPA less than 2.75 cumulative). Any student who fails to meet the minimum GPA requirements or show marked, improved performance during academic probation may be placed on academic suspension for one academic semester. Continued poor performance may lead to dismissal from the program.

In addition, a minimum cumulative GPA of 2.75 is required for graduation from the IMC/DMC program. Students who do not have at least a 2.75 GPA at time of completion of all coursework will not be able to graduate.

In the IMC/DMC program, a student must achieve a grade of at least “C-” or better in order to pass the course. Courses in which grades of “D” or “F” are earned must be retaken until a passing grade (C- or better) is achieved.

Additional information on the expectations for academic performance of graduate students can be found in the WVU Graduate Catalog, which can be found online at http://catalog.wvu.edu/graduate/.

Academic Dishonesty

Academic dishonesty consists of plagiarism, cheating and dishonest practices in connection with examinations, papers, and/or projects, and forgery, misrepresentation, or fraud as it relates to academic or educational matters. According to the WVU Graduate Catalog, the term “plagiarism” means the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment, including, but not limited to, the unacknowledged use of materials prepared by another individual engaged in the selling of term papers or other academic materials. It is your responsibility to become familiar with these policies. The full WVU policy can be found online at http://catalog.wvu.edu/graduate/enrollmentandregistration/#academicdishonestytext.

If academic dishonesty has been identified or alleged, then the student may be subject to academic or disciplinary penalties. The student also has the opportunity to appeal the instructor's decision. For more information, please contact Amber Novotny.
Pinpointing Specific Student Information

Because you have been admitted to both West Virginia University and the IMC/DMC program as a graduate student, you should receive a formal acceptance letter from the Office of Graduate Admissions. This letter will contain specific student information that you will need to reference throughout the program. Much of this information will be referenced later in the packet.

We have created a sample letter below that specifies the pertinent information, including:

- WVU student identification number
- Mountaineer Information Xpress (MIX) Account ID
- MIX E-mail address (created automatically for all WVU students – discussed in detail later in this packet)
- Admission status
- Residency status
- Admission term

June 20, 2014

New Student
123 Somewhere Avenue
Washington, DC 20500

Dear New,

We are pleased to inform you that you have been admitted as a regular Masters student to the graduate studies program at West Virginia University in the Reed College of Media for the program in Integrated Marketing Communications. The effective date of your admission as a Non-Resident student is the Fall 2014 semester.

If your admission is contingent upon graduation, you must submit your final transcripts prior to

WVU Identification Number: 800####
MIX Account: nstudent
MIX E-mail: nstudent@mix.wvu.edu
Planning Your Progress through the IMC/DMC Program

Designed to meet the needs of working professionals, the IMC/DMC program encourages students to begin mapping their progress through the program at an early date. This section of the Student Handbook will aid in that process.

**IMC/DMC Program Terms & Dates**

The IMC/DMC program offers courses in eight-week terms, with five terms offered per year. The terms include:

- Early Spring (January - March)
- Late Spring (March - May)
- Summer (May – July)
- Early Fall (August - October)
- Late Fall (October – December)

There are no breaks between the Early Spring and Late Spring terms or the Early Fall and Late Fall terms; these terms begin on the same day the previous term concludes.

This structure differs from West Virginia University’s regular semester system due to the fact that our coursework is accelerated to enable students to complete an IMC/DMC master’s degree in approximately two years. While the IMC/DMC program does not recognize standard University academic holidays or breaks, our students do enjoy an extended four-week break from coursework between the Summer and Early Fall terms, as well as a two-week break between Late Fall and Early Spring.

For term dates, please visit the Advising section of the IMC/DMC website, or the IMC Dashboard (IMC Dashboard).

**Billing Information**

All billing for WVU students is handled by the Office of Student Accounts. IMC/DMC students can direct specific questions regarding billing and payment options to the WVUHub at: 304-293-1988 (option 1).

Please note that because the IMC/DMC program operates on eight-week terms instead of WVU’s traditional 16-week semester schedule, students in the program receive one combined bill for ALL registered courses during the Early and Late terms.

All account information is available electronically through the STAR Information System. This service is available at [http://portal.wvu.edu](http://portal.wvu.edu). The accounts receivable information gives you real-time information on your account.

**WVU DOES NOT DISTRIBUTE PAPER BILLS!**
This means that you are responsible for checking your MIX email account for date-sensitive emails about tuition and fee payment deadlines. **It is your responsibility to check your student account status in STAR to obtain the correct amount that you owe and to make payment before all due dates.**

Billing notifications are typically available 4-6 weeks prior to the beginning of the Early Fall, Early Spring and Summer terms. One way to stay on top of your student account is by keeping a close eye on your MIX email and by regularly checking the STAR system for balances you may owe to the University. Students who do not pay in a timely fashion risk the assessment of late fees, financial holds, and in extreme cases may even have their registration removed or their account sent to an outside agency for collection.

You can add a second primary email address (in addition to your WVU MIX email address) for the WVU Office of Student Accounts to contact you with account issues. Log into the WVU STAR system and follow the steps to update your email address.

Whether paying out of pocket, using a third-party, or receiving financial aid, paying for student account charges is the responsibility of every WVU student. Therefore, it is important that students understand all the options that are available to them.

Students can make a payment through the STAR system by credit card or electronic check by logging into MIX. The system is available nearly 24 hours a day and all payments are posted in real-time. Online payments are secure, fast, and easy!

**Please note that a 2.25% processing fee will be assessed on all credit/debit card transactions.** If you are paying via debit card, please use the electronic check option available online instead to avoid the fee.

To make educational costs easier to manage, WVU offers students a choice between two different payment plans. For payment options, visit [http://studentaccounts.wvu.edu/billing](http://studentaccounts.wvu.edu/billing). Financial aid is also available to many WVU students who qualify. Visit the Financial Aid Office’s website at [http://financialaid.wvu.edu/](http://financialaid.wvu.edu/).

If students need a paper bill for circumstances like employer tuition reimbursement, you must request a paper invoice using STAR. The deadline for requesting a paper bill for any term is approximately 10 days prior to the first day of the term.

**WVU sponsored Aetna Student Health Insurance**

Online students are now eligible to enroll in the WVU sponsored Aetna student health insurance plan. The WVU sponsored Aetna student health insurance plan provides nationwide coverage through Aetna’s extensive network of providers with low out of pocket costs. All domestic students enrolled in at least six credit hours and all international students enrolled in at least one credit hour, including fully online students, **will be automatically enrolled** in the WVU sponsored Aetna student health insurance plan. Students who are already covered by other health insurance may opt out of the WVU plan by completing the waiver online at [http://studentinsurance.wvu.edu/](http://studentinsurance.wvu.edu/). The deadlines for insurance waivers can also be found on the WVU Student Insurance website. For additional information about the WVU sponsored Aetna student health insurance plan and the waiver, visit the WVU Student Insurance Office website.
Contact the Student Insurance Office at sio@mail.wvu.edu or call the office at 304-293-6815 with questions about the requirement or for assistance completing the waiver.

Financial Aid

The WVU Financial Aid Office is staffed with knowledgeable employees who can assist you in determining what aid you might be eligible to receive. Below are details on the type of aid available for graduate students:

<table>
<thead>
<tr>
<th>Graduate Level Students:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who Applies?</strong></td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>Student</td>
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<tr>
<td>Student</td>
</tr>
</tbody>
</table>

For detailed information regarding financial aid, please visit [http://financialaid.wvu.edu/](http://financialaid.wvu.edu/)

Important Reminders for Students Utilizing Financial Aid
To ensure access to financial aid funding, an IMC/DMC student must be enrolled in a minimum of 4 credit hours for a semester in the Fall and Spring, which includes registration for both the Early and Late IMC/DMC terms. For instance, a student taking a 3 credit hour course in Early Fall and another 3 credit hour course in Late Fall for a semester total of 6 credit hours would meet and exceed the 4 credit hour requirement for Fall. Additionally, a student could take two 3 credit courses in Early Spring and no courses in Late Spring for a semester total of 6 credit hours and would still meet and exceed the 4 credit hour requirement for Spring.

For the Summer term, a minimum of 3 credit hours must be taken in order to receive financial aid.
Course Planning

To make the transition into the graduate program as smooth as possible, our Enrollment Specialist, handles all course scheduling for new IMC and DMC students on an individual basis during your entry term. After your entry term, you will work with your student advisor to register for courses. Ample communications are sent via email and the IMC/DMC student Dashboard, to all students regarding the enrollment process, timelines and course availability. It is imperative that you check your MIX email regularly. While the IMC program is committed to remaining flexible, there are some basic curriculum and course scheduling requirements to which all IMC students must adhere.

<table>
<thead>
<tr>
<th>IMC Master's Degree</th>
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</thead>
<tbody>
<tr>
<td>Course #</td>
</tr>
<tr>
<td>Prerequisite (Completed in First Term)</td>
</tr>
<tr>
<td>IMC 610</td>
</tr>
</tbody>
</table>

| Core Courses (Must Complete All) |
| IMC 611 | Marketing Research |  |  |
| IMC 612 | Audience Insight |  |  |
| IMC 613 | Brand Equity Management |  |  |
| IMC 619 | Emerging Media & the Market |  |  |

| Specialty Courses (Choose Two) |
| IMC 615 | Creative Strategy & Execution |  |  |
| IMC 616 | Direct Marketing |  |  |
| IMC 618 | PR Concepts & Strategy |  |  |

| Electives (Choose Three) |
| IMC 614 | Media Analysis |  |  |
| IMC 617 | Consumer Sales Promotion |  |  |
| IMC 620 | Research Methods |  |  |
| IMC 621 | Current Topics in IMC |  |  |
| IMC 622 | Multicultural Marketing |  |  |
| IMC 623 | Global Brand Communication |  |  |
| IMC 624 | Cause Marketing |  |  |
| IMC 625 | Advanced Creative Concepts |  |  |
| IMC 626 | B2B Direct Marketing |  |  |
| IMC 627 | Healthcare Marketing |  |  |
| IMC 628 | Applied Public Relations |  |  |
| IMC 629 | Mobile Marketing |  |  |
| IMC 630 | Sports Marketing |  |  |
| IMC 631 | Crisis Communication |  |  |
| IMC 632 | Political Marketing |  |  |
| IMC 633 | Entrepreneurship in IMC |  |  |
| IMC 634 | Digital Storytelling |  |  |
| IMC 635 | Visual Information Design |  |  |
| IMC 637 | Internal Brand Communication |  |  |
| IMC 638 | Public Affairs |  |  |
| IMC 641 | Social Media & Marketing |  |  |
| IMC 642 | Web Metrics & SEO |  |  |
| IMC 643 | Digital Video Production |  |  |
| IMC 639 | Content Marketing |  |  |
| IMC 693A | Augmented / Virtual Reality |  |  |

| Capstone Course (Completed in Final Term) |
| IMC 636 | Campaigns |  |  |
**IMC Graduate Certificate**

The 15-credit IMC graduate certificate provides students with a broad overview of IMC, focusing on several integral aspects of the discipline. Students working toward their IMC certificate take one course per term for one calendar year (five terms). Certificate-seeking students can begin coursework in either the Early Fall, Early Spring, or the Summer terms.

If the requirements for the graduate certificate are completed and you apply to graduate with the certificate but you choose to pursue the IMC master’s degree at a later time, then please note that only six credit hours of courses use to apply toward certificate requirements can transfer toward the degree requirements. At the completion of two courses (six credit hours), students may opt to transfer into the full master’s degree program with no loss of completed course credits.

Requirements for earning the IMC certificate include successful completion (GPA = 2.75 or better and all course requirements must receive grades of a C- or better) of the following:

### IMC Certificate Program

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Term Completed</th>
<th>Grade Earned</th>
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</thead>
<tbody>
<tr>
<td>Prerequisite (Completed in First Term)</td>
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<tr>
<td>IMC 610</td>
<td>Introduction to IMC</td>
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</tbody>
</table>

| Core Courses (Choose Two)         |                               |                |              |
| IMC 611  | Marketing Research               |                |              |
| IMC 612  | Audience Insight                 |                |              |
| IMC 613  | Brand Equity Management          |                |              |
| IMC 615  | Creative Strategy & Execution    |                |              |
| IMC 616  | Direct Marketing                 |                |              |
| IMC 618  | PR Concepts & Strategy           |                |              |
| IMC 619  | Emerging Media & the Market      |                |              |

| Electives (Choose Two)            |                               |                |              |
| IMC 614  | Media Analysis                   |                |              |
| IMC 617  | Consumer Sales Promotion         |                |              |
| IMC 620  | Research Methods                 |                |              |
| IMC 621  | Current Topics in IMC            |                |              |
| IMC 622  | Multicultural Marketing          |                |              |
| IMC 623  | Global Brand Communication       |                |              |
| IMC 624  | Cause Marketing                  |                |              |
| IMC 625  | Advanced Creative Concepts       |                |              |
| IMC 626  | B2B Direct Marketing             |                |              |
| IMC 627  | Healthcare Marketing             |                |              |
| IMC 628  | Applied Public Relations         |                |              |
| IMC 629  | Mobile Marketing                 |                |              |
| IMC 630  | Sports Marketing                 |                |              |
| IMC 631  | Crisis Communication             |                |              |
| IMC 632  | Political Marketing              |                |              |
| IMC 633  | Entrepreneurship in IMC          |                |              |
| IMC 634  | Digital Storytelling             |                |              |
| IMC 635  | Visual Information Design        |                |              |
| IMC 637  | Internal Brand Communication     |                |              |
| IMC 638  | Public Affairs                   |                |              |
| IMC 641  | Social Media & Marketing         |                |              |
| IMC 642  | Web Metrics & SEO                |                |              |
| IMC 643  | Digital Video Production         |                |              |
| IMC 639  | Content Marketing                |                |              |
| IMC 693A | Augmented / Virtual Reality      |                |              |
**DMC Master’s Degree**

The DMC master’s degree program is a 33 credit program. A DMC master’s degree requires successful completion of eleven courses. The program operates on 5 parts of term per year. You may take no more than 9 credits (3 courses) in each full term. This means that you may take 1 course in the Early term and 2 courses in the Late term. The program runs using a cohort method where students must take the courses offered in the order that they are offered.

Upon admission, you will be scheduled for the introduction course. There is less flexibility in the way in which courses may be taken in the DMC master’s degree. A student wishing to complete a DMC master’s degree must follow the degree path in the order outlined below.

Requirements for earning the DMC master’s degree include successful completion (GPA = 2.75 or better and all course requirements must receive grades of a C- or better) of the following:

**DMC Master’s Degree**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Term Completed</th>
<th>Grade Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMC 660</td>
<td>Introduction to DMC</td>
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<tr>
<td><strong>Audience Block</strong></td>
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<tr>
<td>DMC 661</td>
<td>Audience Segmentation</td>
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<tr>
<td>DMC 662</td>
<td>Message Customization</td>
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<tr>
<td><strong>Data Block</strong></td>
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<tr>
<td>DMC 663</td>
<td>Brand Data Collection and Visualization</td>
<td></td>
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<tr>
<td>DMC 664</td>
<td>Social Media Optimization</td>
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<tr>
<td><strong>Electives (Select One)</strong></td>
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<tr>
<td>DMC 681</td>
<td>B2B Programmatic Marketing Communications</td>
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<tr>
<td>DMC 682</td>
<td>Creativity &amp; Design</td>
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<tr>
<td>DMC 683</td>
<td>Data Communications and Visualization for the Client</td>
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<tr>
<td>DMC 684</td>
<td>Digital Marketing Communications Channels</td>
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<tr>
<td>IMC 614</td>
<td>Media Analysis</td>
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<td>IMC 614</td>
<td>Consumer Sales Promotion</td>
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<td>IMC 625</td>
<td>B2B Direct Marketing</td>
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<td>IMC 628</td>
<td>Applied Public Relations</td>
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<td>IMC 629</td>
<td>Mobile Marketing</td>
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<td>IMC 635</td>
<td>Visual Information Design</td>
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<tr>
<td>IMC 641</td>
<td>Social Media &amp; Marketing</td>
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<td></td>
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<tr>
<td>IMC 642</td>
<td>Web Metrics &amp; SEO</td>
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<td><strong>NEW</strong></td>
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<tr>
<td><strong>NEW</strong></td>
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<tr>
<td><strong>Platforms Block</strong></td>
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<tr>
<td>DMC 671</td>
<td>User Experience Platforms</td>
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</tr>
<tr>
<td>DMC 672</td>
<td>Campaign Planning &amp; Programmatic Media Buying</td>
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<tr>
<td><strong>Assessment Block</strong></td>
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<tr>
<td>DMC 673</td>
<td>Campaign Metrics &amp; Assessment</td>
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<tr>
<td>DMC 674</td>
<td>Messaging for Customer Relationship Management</td>
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<tr>
<td><strong>Capstone Block</strong></td>
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<tr>
<td>DMC 680</td>
<td>Campaigns</td>
<td></td>
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</tbody>
</table>
Projected Course Schedules

All projected course schedules can also be viewed in the IMC/DMC student Dashboard at: IMC Dashboard or on the IMC/DMC websites at: IMC - http://imc.wvu.edu/, DMC - http://dmc.wvu.edu. Be sure to check the IMC/DMC websites and Dashboard for updates.

Withdrawal Policies

Withdrawing from an IMC/DMC course

Requests for withdrawal from courses should be directed to Amber Novotny. Requests for withdrawal must include:

- Student ID number
- IMC term (e.g., Late Spring 2017)
- Course numbers (e.g., IMC 611) from which you plan to withdraw
- Professor(s) of Course(s)

Once a student has notified the IMC/DMC advisor of the intent to drop a course, he or she will need to log into STAR and drop the course.

Failure to notify the IMC/DMC advisor of your intent to withdraw from a course will result in your account remaining active in the department's database for the semester, and you will continue to receive messages and reminders.

There is a time limit for dropping a course and having a W (for “withdrawn”) appear on your transcript. You only have until the end of Week 6 to drop a course. Any attempt to drop after Week 6 may result in full semester withdrawal. In the event of a full semester withdrawal all grades for the Early and Late term will be lost and registered as “W”.

If you have any questions about how to withdrawal from an IMC/DMC course, please contact Amber Novotny.

Tuition Refund for Course Withdrawals

Please note that because the IMC/DMC program operates on eight-week terms, and not the traditional 16-week semesters, the tuition refund policy varies depending on the term the course is dropped. Please see below for specific refund information for each term.

All IMC Terms (includes Early Spring, Late Spring, Early Fall, Late Fall, and Summer):

**Full Refund:** A full refund for the tuition of an IMC/DMC course is ONLY AVAILABLE until Day 2 of a course that has already begun. IMC/DMC students have until 11:59 p.m. ET on Day 2 to complete the drop in STAR in order to receive a full refund for each course.

**Partial Refund:** A partial refund for the tuition of an IMC/DMC course is ONLY AVAILABLE if a student completely withdraws from all registered courses for the entire semester (Complete Withdrawal Only). If a student withdraws from all registered courses, then a partial refund may be available to any course that has already begun based on the Reduction Schedule for
withdrawals as well as the day in which the course is withdrawn. Please note that if you completely withdraw from the semester, then you will not be eligible to take any additional course(s) within the same semester; however, you would be eligible to register for future semesters.

**Fall/Spring Complete Withdrawal Refund Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Refund Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>100%</td>
</tr>
<tr>
<td>4-5</td>
<td>90%</td>
</tr>
<tr>
<td>6-10</td>
<td>75%</td>
</tr>
<tr>
<td>11-15</td>
<td>50%</td>
</tr>
<tr>
<td>Starting Day 16</td>
<td>No Refunds</td>
</tr>
</tbody>
</table>

**Summer Complete Withdrawal Refund Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Refund Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>100%</td>
</tr>
<tr>
<td>3-4</td>
<td>90%</td>
</tr>
<tr>
<td>5-8</td>
<td>75%</td>
</tr>
<tr>
<td>9-15</td>
<td>50%</td>
</tr>
<tr>
<td>Starting Day 16</td>
<td>No Refunds</td>
</tr>
</tbody>
</table>

Withdrawing from the IMC/DMC Program

**Office of Student Accounts Reduction Schedule for Complete Withdrawals – [http://studentaccounts.wvu.edu/refunds](http://studentaccounts.wvu.edu/refunds)**

For complete withdrawals within the first 15 days, students are required to email the Office of Student Accounts at WVUHub@mail.wvu.edu to request a review of your account for a possible reduction/adjustment to the tuition and fees.

If you decide to withdraw from the program entirely, you must first notify the IMC/DMC advisor of your intent to withdraw from the program.

*Failure to notify the IMC/DMC advisor of your intent to withdraw will result in your account remaining active in the department's database, and you will continue to receive messages and reminders from the IMC/DMC advisor. By notifying the advisor of your decision, you ensure that all of your student accounts and program lists can be properly updated at the point of your departure.*

Finally, you may be asked to complete an exit interview to share your experiences (including reason for withdrawal) with the IMC/DMC program. Your feedback is always welcome and allows us to improve the program and our internal processes.

If you have any questions about how to withdraw from the IMC/DMC program entirely, please contact Amber Novotny.

**Understanding and Accessing WVU Systems**

As a new student in the online IMC/DMC program, learning the various WVU systems can seem overwhelming at first. In this section, we have provided a brief description of some of these systems, how to access them, and why you’ll need to use them. This section includes information on the IMC website, MIX, STAR and WVU eCampus.
IMC/DMC Websites

The IMC/DMC program websites should be considered your first stop for program news and information. You should bookmark it in your favorite web browser for quick, easy access on a daily basis. Visit us at https://imc.wvu.edu or http://dmc.wvu.edu.

(IMC Website)
Activating Your WVU Login Account

The WVU Login authentication system user name and password provides each student access to numerous University systems, including your web-based MIX email account, WVU eCampus and STAR student information system. Students should activate their Login account once they have registered for classes and before logging into eCampus. Determining your user name and password is easy.

2. Enter in your first and last name and date of birth.
3. Refer to your WVU acceptance letter, as identified in Pinpointing Specific Student Information in this packet (see diagram on page 6). In the field to the right of ID Type and with WVUID selected from the dropdown, enter in your WVU ID#. It will likely begin with 800.
4. Enter an answer to the security question and select “Next”.
5. Walk through the remaining steps to identify your WVU Login password and establish a secure password.
If you are having problems activating your WVU Login account, contact the Information Technology Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu for assistance.

MIX—Mountaineer Information Xpress

The Mountaineer Information Xpress, or MIX, is a web platform for WVU students and faculty. Use MIX to check e-mail, manage your course schedule, find campus services, and read personalized announcements.

Logging into MIX

To access MIX, point your browser to http://portal.wvu.edu/. You can log into the system with your WVU Login user name and password.

Be aware that MIX accounts are disabled after three failed login attempts and after 90 consecutive days of account inactivity.

If you are having problems activating your WVU Login account, contact the Information Technology Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu for assistance.
Once you log in to your MIX account, you will be directed to your personal MIX page. From this page, you can access a range of information. Your email is available by clicking the email icon along the top bar. Note the STAR tab for later reference.

MIX Email

Your MIX email account will be used by the IMC/DMC program as our primary means to communicate with you. The University often uses MIX to communicate general announcements to all WVU students. We encourage students to check their MIX accounts on a daily basis to ensure you receive all important information regarding your enrollment as an IMC/DMC student.

NOTE: All IMC/DMC courses are accessed through the WVU eCampus system, not MIX. The “My Courses” tab is a course supplement for some WVU courses, but not IMC/DMC courses.
STAR System

Found within and linked directly to MIX and other University databases, STAR is an academic information system for both students and faculty. Students can use STAR to register online for courses, pay tuition online, check their final grades, review account and Financial Aid information and much more.

Accessing STAR

You will need to log in to your personal MIX account to access STAR. The STAR tab on your personal MIX page can be used to enter this system. (Refer to Accessing MIX in the previous section to navigate to your personal MIX page.)

Using STAR

The main STAR page provides information on system availability. Clicking the text, “Click here to enter STAR” will open the STAR system.

Notice the other useful links in the blue navigation panel. These are different from those found on your personal MIX page. You may want to familiarize yourself with some of these links, too.

The first page you’ll see once you enter the STAR system is the Main Menu page. From there, you can review your Personal Information, Student Services & Housing, or Financial Aid information.
Registering for IMC/DMC Classes Using STAR

All IMC/DMC students will receive a notification when it is time to register for classes. Students should register for classes through the WVU STAR system. In order to register for your courses online, you will first need to log into your MIX email to retrieve the Course Registration Numbers (CRN) that the student advisor has provided to you. If the selected link in STAR does not initially open or gives you a blank screen, then you may need to right click on the link and select “Open Link in New Tab”.

NOTE: If your tuition account shows a remaining balance, the STAR system will not allow you to register. You will get a message stating that there is a hold on your account and you cannot register at this time. To determine the issue and resolve any outstanding payment issues, please contact WVU Office of Student Accounts at 304-293-4006 or at osa@mail.wvu.edu.

STEP ONE – Obtaining your CRN numbers.

1. Prior to the semester’s registration period, the IMC/DMC student advisor will meet with each student for an advising session.
2. During the advising session the advisor and student will develop a plan for the upcoming semester(s).
3. The student will inform the advisor of the courses they wish to take for the upcoming terms, and the advisor will grant permission for the courses discussed.
4. Two weeks prior to the registration period, the advisor will send an email to each student’s MIX email account that will list the CRN numbers that the student will use to register for the upcoming terms.
STEP TWO – Once you have the CRN(s)

Registering for Classes
1. Point your browser to http://portal.wvu.edu/. Enter your Username and Password. The username and password for MIX is the same as the information required to access eCampus, then click OK
2. Click the STAR tab
3. Click the link “Student Services and Housing”
4. Click the link “Registration”
5. Click the link “Add or Drop Classes”
6. Select term from the drop-down box
7. On the Registration Worksheet, enter in the CRN in one of the boxes
8. Click “Submit Changes”
9. You can review your schedule by selecting “Student Schedule” or “Student Detail Schedule”

Congratulations! You are now registered for classes.

*If you have any difficulties with registration please contact Amber Novotny for assistance.
WVU eCampus

Students are able to access their WVU eCampus courses on the first scheduled day of class.

WVU eCampus is a University-branded e-learning platform built to support distance and Web-based education. The Blackboard Learn 9 course management system is the application that supports the WVU eCampus system. All online courses are offered through WVU eCampus.

Logging into WVU eCampus

The eCampus login page can be accessed by going to https://ecampus.wvu.edu.

To log in, enter your Login user name and password.

If you are having problems logging into WVU eCampus, contact the Information Technology Services’ Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu for assistance.

The following sections serve as reference points when first accessing and using eCampus.

Using eCampus

Once you’re logged on, you’ll be transferred to a My WVU eCampus page much like the one below, with your name and the date displayed at the top. This page contains links to all courses in which you are currently enrolled.
On the left side, you’ll notice tools such as the Campus Announcements and Campus Bookmarks. To the far right are other tools such as course-specific announcements and a calendar.

Course List

Refer to the center of the My eCampus page to find your list of courses under the My Courses column. Each of the courses you are currently enrolled in will be displayed here. Click on the text link to enter a course.

All courses in the IMC program are built with a similar structure, and most will include the following components:

- **Course Introduction (Syllabus, Welcome Message from the Professor)**
- **Discussion Board**
- **Course Content (Assignments and Lessons, Discussion Board, Readings, Homework Dropbox)**
- **Email**
- **WVU Library Resources**
- **Interactive Module Library**
- **Blackboard Collaborate**
- **Technology Help**

While individual courses may differ slightly in their presentation of assignments and lessons or with the number of readings per week, the overall course structure will always be familiar.

The following is an example of an IMC course – not all courses will look the same or have all the elements, but the functionality will be similar.

The DMC courses will mirror the example listed below, but will have DMC course content, discussion boards, and assignment information.
Upon entering the course, its home page is the first thing you will see. This site is an overview of your course, but doesn’t provide specific information on assignments, due dates, etc. Below is the IMC 610 homepage.

My Announcements allows faculty to post specific messages for students that appear in this homepage module. A link to the new announcement will also appear below the corresponding course link on the My WVU eCampus course list page. Faculty can also choose to send the announcement as an email when creating the announcement.

The Report Card module will show each student all of his or her grades for discussion board and written assignments that have been graded by faculty. Students only have access to their grades and cannot view their classmates’ grades.

Navigation Panel Content

In the Blackboard Learn 9 system, the majority of course content and tools are available through the links listed in the navigation panel on the left side of the screen. The top portion of the panel links to course content and tools.
Course Introduction

The Course Introduction link contains the following course components:

It is imperative that all students become familiar with the Syllabus at the start of their courses, as it provides important information about the course, professor contact information, textbooks, learning objectives, computer requirements, grading policies, file naming conventions and requirements, guidelines for participation, due dates for discussion postings and assignments, a description of the mid-term and/or final projects, a weekly schedule, and additional class and University-wide policies.

Each course provides a Welcome Message page to give students a brief, personal introduction to their instructor. Information on the instructor’s educational background, research interests, as well as what he or she enjoys in their free time are included. This page is a great beginning to a positive student-instructor relationship. Embedded in the document is a video message from the instructor that gives a brief overview of what will be covered during the term. This gives students the opportunity to see their instructor and get a feel for the level of expectation.

Course Content

The Course Content link contains the following course components:

Assignments and Lessons provides a vertical list of links to assignments and lessons for each of the eight weeks of the course. You can access each file by clicking on the title text of each file or through the table of contents navigation.
Discussion Board - Each week, you will be required to participate in class dialogue using the online discussion board. Topics vary from week to week and from class to class. Since you will not be involved in face-to-face classroom discussions, participation in the Discussion Board is considered the center of student-faculty interaction in the courses.

We will begin the course with an introductory discussion and engage in graded discussions throughout the term. During each graded discussion, you will be required to:

- **Remain active on the discussion board throughout the week** and maintain a constructive dialogue — as you would in a face-to-face classroom discussion.
- **Post one (1) substantive original response to the weekly question/prompt.** Your original response is due by Wednesday at 11:55 p.m. ET.
- **Post a minimum of four (4) substantive responses to your classmates’ discussion posts** throughout the week and before the discussion ends on Friday at 11:55 p.m. ET

The **Course Updates & Expectations, Discussion Board Grading Rubric** and **Social Forum** are separate from the weekly discussion threads. The Course Updates & Expectations is used primarily by the instructor for general postings and class updates or for students to ask questions. The Discussion Board Grading Rubric thread is found on every course Discussion Board. This thread provides students with the requirements for their weekly postings and the
criteria their work will be evaluated upon. The Social Forum is a place where students are encouraged to post any messages that aren't directly related to the discussion questions.

To **Compose a Discussion Board Post**, open the topic you wish to post a message under, and click on the **Create Thread** button located in the header bar at the top of the topic. Enter a subject into the corresponding field. To view the entire formatting toolbar to have access to all of the discussion formatting tools, click on the down arrows icon on the far right side of the toolbar.

**Note**: When you open a topic, there are two user-friendly setting changes that can be made on the right side of the screen. They include:

- Changing the default view to **Tree View**. This will show you the main posts and the replies to each.
- Selecting **Expand All** will show you all of the posts for that topic at once.

In addition to common text formatting functionality, tools that allow spell checking, text highlighting and embedding images or video are included.

Attachments can be added to discussion posts by clicking on the **Browse My Computer** button located just beneath the message field. The maximum file size per submission is 20 MB. The overall content collection for your course is limited to 500 MB.

Clicking one of the **Submit** buttons, either at the top right or bottom right of the page, will submit your post to the topic.
Specific Toolbar Functionality

The Homework Dropbox provides a complete listing of all assignments followed by their due dates. This is where you will upload all homework and project assignments, unless instructed otherwise. This page also identifies the availability of the assignment (when it is due), identifies your grade, and denotes the status of your work (not submitted, submitted, or late). Once a grade is received, the Dropbox will also provide your grades on each assignment and access to your instructor’s comments.

Each assignment is labeled with the week number. Be sure you are uploading your homework to the appropriate week’s assignment, as you will be held responsible for missing assignments.
To upload and submit your assignments:

1. Click on Course Content link on the left side of the homepage and then click the Homework Dropbox icon.
2. Click on the icon for the correct week’s assignment.
3. On the Assignment Submission page, under the Assignment Materials section and to the right of Attach File, click the Browse My Computer icon. Locate your homework file on your computer and attach it to your submission.
4. Students have the option to leave a message with their submission in the Add Comments field. This is not required.
5. In the bottom-right corner of the screen, click the Submit button to complete your assignment submission.

Note: there is a 20 MB file size limit for uploading files to the Homework Dropbox. If your assignment exceeds this limit, contact your instructor and work out an alternate means of submitting your assignment.

If you have a problem uploading your assignment in the Homework Dropbox, please e-mail your instructor using the main e-mail contact address provided on the syllabus. The assignment should be attached to the e-mail in the form of a Word document.

Most courses in the IMC/DMC program will also have additional outside Readings beyond the required textbook assignments. Click the Readings icon, found under the Course Content section. Students will download a single .zip for each week containing all of the assigned readings.

Not all courses will have readings for every week of the term. You can choose to download and save the files for later reference or open and print them. Reference the assignment often to be sure you are always on track.

In many courses, the weekly lessons have been recorded by a voiceover professional and the Course Lesson Audio Files have been made available in .MP3 format. Students can listen to each recorded lesson by directly clicking the link. You can also save the file to a preferred location on your computer or to a portable music device by right-clicking on the link and selecting "Save Target As" (PC) or Control+click and selecting "Downloaded Linked File As" (Mac).
Email
Allows students to send email messages outside of the Blackboard Learn system to their instructor, classmates or program administrators. Messages will be delivered to, and handled by, the WVU MIX email system. Sent messages leave the WVU eCampus system and are then distributed in the WVU MIX email system, and are not returned back into the Blackboard Learn system.

To log into the MIX email system, go to https://mix.wvu.edu/ and use the same ID and password you use for the eCampus system. The email icon is in the upper-right corner of the screen after logging into MIX.
In-Course Messages

This is a messaging system that is internal to every course. Like the Email tool, a student can see and send to all other students and their instructor. Attachments can’t be added to these messages. **Most importantly, students should not contact IMC/DMC program administration through this tool, even though the functionality is available.** There is no way to alert program administration of received messages or to know when a message has been addressed to them in a particular course without logging directly into every course.

WVU Library Resources

Provides quick access to the University’s library system, where supporting materials can be found for students’ discussion posts and written assignments. Off-campus students will be required to log into the databases using the same user name and password as used to log into eCampus.

If you have any problems logging into the system, you can contact the Library in several ways:

- Phone – (304) 293-3640
- Email – ask_a_librarian@mail.wvu.edu

All IMC/DMC students are strongly encouraged to complete the **Course Evaluation** for each course they complete. Course evaluations are a critical component of the IMC/DMC program’s quality initiatives. Results are used to gauge course and instructor effectiveness. Feedback received through this channel has initiated changes in the areas of communications, student orientation and course curriculum. Individual student responses remain completely anonymous - the data does not include identification of the student. Faculty members do not receive the results of their course evaluations until after all final grades have been submitted to the University.
Additional eCampus Information

Access to Previous Courses
Students will notice that once a term ends and another begins, they will still see the link(s) and continue to have access to their previous term’s course(s). Access to previous terms is usually limited to two weeks. Therefore, we strongly suggest that students that want to save/download their written assignments, course lesson and assignment pages and course readings, do so immediately after the completion of the course. Once student access to the previous term has been removed, access cannot be restored.

Getting Help with eCampus
The ITS Service Desk is a support team within the Information Technology Services Support Services to serve WVU students, faculty, and staff at all WVU campuses. Staff members are available to answer calls during normal WVU office hours and during extended hours evenings and weekends. You may contact the ITS Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via e-mail at ITSHelp@mail.wvu.edu. They respond to calls left overnight on voicemail or by electronic means at the beginning of each business day. Note: Your call may be recorded.

You can also contact Rick Bebout, IMC/DMC Technology Specialist, for course-specific problems at RDBebout@mail.wvu.edu, or (304) 293-5736. Rick can help with course problems, but he does not have access to reset eCampus or MIX passwords. When you contact Rick, please have detailed documentation of the problem you are experiencing and the steps you have taken to remedy the problem up to that point.

WVU Libraries
Active IMC/DMC students are supported with special services through the WVU Libraries system. IMC/DMC students have access to online databases such as EbscoHost, Lexis-Nexis and others, as well as numerous other library services both online and through the Inter-Library Loan program.

Quick Link List for WVU Library Services

- WVU Libraries Homepage: https://lib.wvu.edu/
- Complete List of Services Available: https://lib.wvu.edu/services/
- Online Databases: https://lib.wvu.edu/databases/
- Distance Learning Library Homepage: https://lib.wvu.edu/services/distance/
- Inter-Library Loan Services for Distance Education Students: https://illiad.lib.wvu.edu/
Register as a Distance Education User
To take advantage of the services offered by WVU Libraries for distance education students, you must register with ILLiad. Distance Education borrowers use ILLiad for both WVU owned and Interlibrary Loan requests.

1. Complete the form online at http://illiad.lib.wvu.edu/illiad.dll.

2. Select Distance Education as your status and DCL for the question “Where would you like to pick up your loans?” Distance Education students however, do not need to pick up their loans. The library will pay the cost of mailing a book to you and a postage paid label will be included for returning the book. You are responsible for returning materials on time and will be fined for any late items, according to library fine policy. After 10 books, you will be responsible for postage.

3. Distance Education services are currently offered only for holdings in the Downtown Library Complex, Evansdale and Health Sciences Library.

4. Once you have registered with the library as a Distance Education student, you will be issued a WVU Borrowers Card. This card will be used to check books from the WVU Libraries out to you, as you request them. The bar code number on this card also lets you access your account online through MountainLynx.

Services & Fees
- **Books:** A Distance Education student may borrow up to 10 books a year, from either WVU or through Interlibrary Loan, at no cost.
- **Articles:** Up to 30 articles from journals that are owned by WVU will be provided for free. After 30, you will be charged $3.00 per article.

Additional Student Resources

**WVU Mountaineer Card**

WVU Online & Extended Campus (Academic Innovation) students who wish to obtain an official WVU Mountaineer Card can submit a photo electronically and have their card mailed to them. Please visit http://wvucard.wvu.edu/photosubmit on steps to complete the photo ID process. **NOTE:** This service is available for out-of-area students only—students that live in the Morgantown area are required to stop by one of the Card Office locations to have a card made and to be picked up in-person.

Students taking off-campus/WVU Online & Extended Campus or Web courses are not charged the on-campus fees. Therefore, students are not eligible to participate in the on-campus activities. If a student discovers that he/she will be spending time in Morgantown and would like to participate in the on-campus activities (such as the Student Recreation Center, Athletic events, Computer Labs, and WELLWVU services), he/she may contact the Office of Student Accounts and be assessed the optional on-campus fee.
If your card is lost or stolen, you may call Mountaineer Card Services at 304-293-CARD (2273) for a replacement. There is a $25.00 replacement charge for lost/stolen cards. If your card is damaged or broken call Mountaineer Card Services at 304-293-CARD (2273) for a replacement. The replacement fee for damaged or broken cards is $15.00. These charges are placed on your student billing account.

**WVU Student Accounts**

You can find information regarding deadlines for payment of tuition and fees, and what to do if you are stripped from you classes on the WVU Office of Student Accounts website at http://studentaccounts.wvu.edu/ on the home page under “Important Dates to Remember”.

**WVU Career Services Center**

The Career Services Center assists alumni, undergraduate students, and graduate students with career counseling and career development services and programs. More information can be found on their website at http://careerservices.wvu.edu.

**IMC/DMC Program Contact Information**

Below is a list of contacts you will want to keep handy as you proceed through the IMC/DMC program.

**Assistant Dean of Online Programs**
Chad Mezera  
Reed College of Media  
PO Box 6529  
Morgantown, WV 26506-6010  
Ph: 304-293-5903  
Email: Chad.Mezera@mail.wvu.edu

**Enrollment Specialist**
Emily Hayes  
Reed College of Media  
PO Box 6529  
Morgantown, WV 26506-6010  
Ph: 304-293-6278  
Email: Emhayes@mail.wvu.edu

**Student Technical Support**  
(Information Technology Services)  
Ph: 304-293-4444 x3 (Local)  
Ph: 877-327-9260 (Toll Free)  
Email: ITSHelp@mail.wvu.edu  
http://it.wvu.edu/support/service-desk

**IMC/DMC Graduate Success Advisor**
Amber Novotny  
Reed College of Media  
PO Box 6529  
Morgantown, WV 26506-6010  
Ph: 304-293-8683  
Email: Amber.Novotny@mail.wvu.edu

**Multimedia Specialist**
Andrew Pickens  
Reed College of Media  
PO Box 6529  
Morgantown, WV 26506-6010  
Ph: 304-293-9442  
Email: Apickens@mail.wvu.edu

**IMC/DMC Program Technology Support**
Rick Bebout  
Reed College of Media  
PO Box 6529  
Morgantown, WV 26506-6010  
Ph: 304-293-5736  
Email: RDBebout@mail.wvu.edu
WVU Online & Extended Campus
Academic Innovation
West Virginia University
PO Box 6800
Morgantown, WV 26506
Ph: 800-253-2762
Ph: 304-293-2834
http://online.wvu.edu/

WVU Libraries
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WVU Office of the University Registrar
West Virginia University
Evansdale Crossing
PO Box 6878
Morgantown, WV 26505
Ph: 304-293-1988 (option 3)
Fax: 304-293-5991
Email: registrar@mail.wvu.edu or,
http://registrar.wvu.edu/

Office of Graduate Admissions
West Virginia University
PO Box 6009
Morgantown, WV 26506
Ph: 800-344-WVU1 or 304-293-2121
Fax: 304-293-8832
Email: GraduateAdmissions@mail.wvu.edu or,
http://graduate.wvu.edu/contact/office-of-graduate-admissions-and-recruitment
http://admissions.wvu.edu/

Financial Aid Office
West Virginia University
Evansdale Crossing
PO Box 6004
Morgantown, WV 26506
Ph: 304-293-1988 (option 1)
Fax: 304-293-4890
Email: finaid@mail.wvu.edu or,
http://financialaid.wvu.edu/

Office of Student Accounts
West Virginia University
Evansdale Crossing
PO Box 6003
Morgantown, WV 26506
Ph: 304-293-1988 (option 1)
Fax: 304-293-7337
Email: osa@mail.wvu.edu or,
http://studentaccounts.wvu.edu/
# Frequently Asked Questions

## General FAQs

### How will I know when it’s time to register for courses?
Announcements will be posted on the IMC/DMC website and IMC Dashboard, dates will be added to the calendar of events and a notification email may be sent to your MIX email account.

### How do I register for my courses?
Complete instructions for registering for IMC/DMC courses online are available in this manual on pages 20 and 21, as well as on the IMC Dashboard, “Registration/Textbook” section.

### How do I know which courses to select?
In an effort to enable IMC/DMC students to plan their own course schedules, the IMC/DMC Projected Course Schedule is listed on the IMC Dashboard at: IMC/DMC Student Dashboard. Also, prior to the start of each registration period students will meet with their instructor during an advising session to set their schedule for the upcoming terms.

It is also available in this document on pages 11-14. You are encouraged to plot your own schedule through the program based on the projected schedule and your remaining course needs and discuss this path with your advisor during your advising session each registration period. You can download the IMC/DMC Student Course Checklist in the IMC Dashboard “Registration/Textbook” section IMC Dashboard to keep track of what you’ve already taken and what you still need to take.

**Accessing your DegreeWorks (Degree Audit):**
1. Log into your student portal: https://portal.wvu.edu
2. Click on the DegreeWorks tab

### Can I enroll in a course through STAR once the course has reached capacity?
No. Once a course reaches capacity in WVU’s STAR system, the course’s enrollment count will appear with a red background, letting you know that there are no remaining seats left in that section. Courses with yellow background seat counts are approaching capacity. Available seat counts may change if a student decides to drop the course. If a seat opens in a course, the student advisor will give the next student on the waitlist permission to register for the course.

### According to the projected schedule, there is an upcoming term in which there isn’t a course offered that I need. Why?
Since the IMC program wishes to remain flexible to our students’ needs, and since students may take only one or two courses in a term, it is likely that some students may have a term in which there is no course they require. The likelihood of this is greater if the student fluctuates between one and two courses per term or takes a term off. You are encouraged to keep track of your own progress through the program and notify your advisor of any changes in your planned schedule to ensure you are able to register for courses when they are available.
Students in the DMC program will have a specific order in which they will need to complete their courses. Because of this, the students will need to register their courses according to the schedule listed on page 13 or 14 of this document, or on the DMC website at: http://dmc.wvu.edu

Can I take three or four courses in a term?
No. Due to the rigorous nature of our eight-week graduate courses, the performance of past students who attempted more than two courses per term was adversely affected. You are limited to no more than nine credit hours between Early and Late Spring, as well as between Early and Late Fall. Six credit hours is the maximum allowed in Summer.

Can I take IMC 636, or DMC 680 with another course?
No. IMC 636 and DMC 680 are the most rigorous courses in the sequence and require a great deal of work - as much as twice the work of other IMC/DMC courses. They also require comprehensive knowledge of all other IMC/DMC courses.

I need to speak with an advisor. Whom do I contact?
For assistance with course scheduling or any other issue, please contact IMC/DMC Graduate Success Advisor, Amber Novotny, at Amber.Novotny@mail.wvu.edu or 304-293-8683.

Does the IMC/DMC program accept transfer credits from other institutions?
Most institutions do not offer courses that match the content of the courses in the IMC/DMC program. As such, most courses taken do not satisfy the requirements of the IMC/DMC program and are not transferable. If you feel that previous coursework you completed may qualify, please forward a copy of your transcript, course catalog description(s), syllabi for each course, a written explanation of what you covered in the course and why you believe the course should be accepted for transfer to Amber Novotny.

Does the IMC/DMC program accept transfer credits from other programs at WVU?
No. Other departments at WVU do not offer courses that match the content of the courses in the IMC/DMC program.

What are the other rules regarding transfer credits?
At the graduate level, no more than twelve credit hours can be transferred and applied toward IMC/DMC degree requirements. Credits considered for transfer may not be older than seven years and cannot have been used to attain another degree. Complete details about University requirements for transfer credit may be found in the WVU Graduate Catalog, which can be found online at http://catalog.wvu.edu/graduate/.

When will I get access to my IMC/DMC course(s)?
You are able to access courses by 9 a.m. ET on the first day of an IMC/DMC term.

Can I request a copy of the syllabus for a course I’m planning to take before the first day of the term?
No, your syllabus will only be available once your course begins.

How much time will I need to devote to my IMC/DMC coursework?
You should plan on spending as much or more time online for the class as you would spend attending a standard, on-campus graduate class. As a general rule, you should plan to spend
approximately 12-15 hours per week per course to complete the coursework.

**Does the IMC/DMC program recognize the University’s Fall and Spring breaks?**
No. To be able to offer our courses online, the IMC/DMC program does not recognize standard University academic holidays. However, you will enjoy an extended break from coursework between the Summer and Early Fall terms and between Late Fall and Early Spring terms.

**Which IMC/DMC terms are not separated by a break in coursework?**
There is no break between the Early Fall and Late Fall or Early Spring and Late Spring terms.

**I will be on vacation or business travel during an IMC/DMC term. Can I turn in my coursework late?**
No. The IMC program, though flexible to student needs, does not allow for late work to be turned in after an extended absence by a student. If travel or vacation with no access to the internet is planned in advance, you may opt to take the term off from coursework. *Remember, lack of internet access is not an acceptable excuse for failing to complete course requirements.* Discussion boards are completed in real time – no late posts will be accepted.

DMC students are required to complete their program in a specific sequence. If time off is required, a student may be required to return to the program in the next year, as courses are not offered in sequence every term. This could delay a student’s projected graduation date, so please plan accordingly.

**Where can I find information about the IMC/DMC faculty?**
Go to our website and click on “About Us” and you will see the Faculty Directory link, [http://imc.wvu.edu/about/faculty](http://imc.wvu.edu/about/faculty), [http://dmc.wvu.edu/about-dmc/faculty](http://dmc.wvu.edu/about-dmc/faculty)

**When will my final grades be available?**
Final grades for all IMC/DMC courses are due within 10 days after the final day of the term. Your grades will be sent by the faculty through eCampus. However, grades will not appear on an official transcript until the end of the University semester (Fall = late December, Spring = mid-May, and Summer = mid-August)

**Why don’t I get an official grade report once a term is over?**
Because the IMC/DMC program operates on a five term system rather than the traditional University system, there is a delay in the generation of official grade reports for IMC/DMC students. Students will be able to access their official transcript in MIX at the conclusion of each University semester using the instructions below for checking final grades.

**Is there a grade requirement to remain an active student in the IMC/DMC program?**
In keeping with West Virginia University’s academic standards for graduate students, the IMC/DMC program requires all enrolled students to maintain a minimum GPA of 2.75 to remain in good standing in the program.

Per the policy of West Virginia University, any student in the IMC/DMC program with a cumulative GPA below 2.75 may be placed on academic probation for two consecutive IMC/DMC semesters after the determination of inadequate academic performance (GPA less than 2.75 cumulative). Any student who fails to meet the minimum GPA requirements or show marked improved performance during academic probation may be placed on academic suspension for one academic semester.
In the IMC/DMC program, a student must achieve a grade of at least “C-” or better in each course in order to pass. Courses in which grades of “D” or “F” are earned must be retaken until a passing grade (C- or better) is achieved.

Additional information on the expectations for academic performance of graduate students can be found in the WVU Graduate Catalog, which can be found online at http://catalog.wvu.edu/graduate/.

How do I check my final grades?
1) Point your browser to http://portal.wvu.edu/.
2) You will see the "Mountaineer Xpress" window with the MIX Login Screen.
3) Enter your Login user name and password.
4) Click "OK."
5) Click the STAR tab
6) Click the link “Student Services and Housing”
7) Select “Student Records” link.
8) Select desired link to check grades.

MIX FAQs - https://wvu.teamdynamix.com/TDClient/KB/ArticleDet?ID=7147

What do I need to access MIX?
MIX is a completely web-based system. You can access your MIX account from anywhere that you have an internet connection. The only software required is a supported web browser. A list of supported browsers can be found at http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers.

How do I change my password?
Go to https://login.wvu.edu/self-service/dist/index.html#/ and click “Change password.”

What if I forget my password?
No one can tell you what your current password is. If you have changed it from the default password, you can request that it be reset by contacting the ITS Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu. Your password will be reset to the default by the end of the next business day.

What is my mailbox quota?
The quota on all student mailboxes is 25 MB.

I can't send MIX email. What should I do?
Make sure that you are using a supported browser version, listed at http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers. If you continue to have problems sending email, contact the ITS Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu.

How long will I be able to keep my MIX account after I graduate?
Now that that Gmail implementation has taken place, you will be able to keep your @mix.wvu.edu address indefinitely.

eCampus FAQs
What do I do if I forget my eCampus user name and password?
If you know your Login user name and password, then you know your eCampus user name and password. eCampus, MIX and the STAR system all use the same user name and password.

If you don't remember your Login user name, you can find it by going to the WVU directory at [http://Login.wvu.edu](http://Login.wvu.edu).

**Important Note:** Your MIX account will be locked if you attempt to access it five or more times with an incorrect password. Also, accounts that are inactive for 120 days are frozen automatically. If you are unable to access your MIX or eCampus accounts or if you have changed your MIX password and cannot remember it, you will need to contact the ITS Service Desk by calling 304-293-4444 x3 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu. They can reset your password for you and can assist with all account access issues.

What do I do if I receive "incorrect user name and password" when I try to log into eCampus?
(a) Try logging in again by restarting your browser and going back to the eCampus login page. Type your user name and password slowly to be sure that you are typing them correctly.

(b) eCampus user names and passwords are case sensitive, so make sure that your Caps Lock key is off when you type your user name and password. Also, make sure that you are not including extra characters, such as spaces, when you type your user name and password.

(c) Since eCampus uses the same user name and password as MIX, you can test your eCampus user name and password by logging into MIX. If you can log into MIX but still cannot log into eCampus, you should contact the ITS Service Desk by calling 304-293-4444 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu for help.

What do I do if I log into eCampus, but I get the error message "Error: Session Already Running"?
You cannot have more than one eCampus window open at a time. Try closing all browser windows, clearing your temporary internet files and cookies and logging into eCampus again.

Which web browser should I use?
For a listing of browsers that have been validated by Blackboard as compatible with eCampus, visit [http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers](http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers).

You can ensure that your browser is properly configured for use with eCampus by running the Browser Checker that's available by clicking the link, “Browser Checker,” in the bottom-center right of the eCampus login page. A report will be displayed showing all mandatory and recommended changes needed for your browser, such as:

- **Browser Check:** Reports whether your browser is among the list of validated browsers for use with eCampus.
- **Cookies Check:** Reports whether cookies are enabled. Because eCampus uses cookies to keep track of your eCampus sessions, you must have cookies enabled for eCampus to maintain your current state as you navigate through your eCampus courses.
• Java Check: Reports on Java. Because eCampus uses Java to provide user-interfaces to many eCampus tools, you must have Java installed on your computer for many eCampus tools to function correctly.

• Pop-Up Window Check: Reports on whether pop-ups are enabled. Because eCampus takes advantage of pop-up windows as a powerful way to deliver content, you must have pop-up windows enabled or eCampus will not function properly.

What software do I need to participate in my eCampus course?
For basic course access, all you need is a web browser that is compatible with eCampus. For a listing of browsers validated for use with Blackboard, visit http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers.

You will need to use word documents for your assignments and some courses will require the use of spreadsheets.

If your course uses material that requires a browser plug-in for viewing animations or special content such as PDF documents or PowerPoint presentations, your instructor will provide the necessary information on how to download and install the browser plug-ins on your computer.

How do I log out of my eCampus course?
Be sure to click the Log Out icon in the upper right corner of your browser screen when you complete each eCampus session.

If you are working in one of the public computer labs on campus, it is particularly important to log out when you finish an eCampus session. Otherwise, another student can gain access to your eCampus courses. Always make it a practice to click the Log Out icon as you leave an eCampus session.

Can a firewall restrict my ability to access the eCampus Login page?
Due to the many security risks on the internet (viruses, hackers, privacy threats, etc.) many individuals and most companies are using firewalls to help protect their systems. These firewalls can restrict your ability to access eCampus. If you are unable to view the eCampus Login page on your computer, you may have a firewall restriction issue.

Check your computer for a personal firewall, such as Zone Alarm, Norton Internet Security, McAfee Personal Firewall and Microsoft SP2 Firewall. Personal firewalls can be configured to allow access to certain hosts. Check the instructions for your personal firewall for details on how to configure it to grant access to the WVU eCampus server, https://ecampus.wvu.edu.

In addition to granting access to the WVU eCampus server, you should make sure that port 8080 is open to allow communication with the eCampus server. eCampus uses port 8080; therefore, port 8080 must be opened for communication in your firewall. Check the documentation for your personal firewall for instructions on how to open access to port 8080.

If you access eCampus from a company computer, you should contact your company's network administrator to determine what firewall restrictions are set and whether they can be modified to enable access to WVU eCampus at https://ecampus.wvu.edu and to port 8080.
Contact the ITS Service Desk by calling 304-293-4444 x3 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu if you have questions.

**What do I do if I cannot see my courses on My WVU eCampus page?**
Your My WVU eCampus page is the first page displayed when you log in to eCampus. It serves as a gateway to your eCampus courses. All of the courses you are registered for that use eCampus should be listed on your My Campus page.

You won't see eCampus courses listed on your My eCampus page until the first day of the semester. If on the first day or later you do not see an eCampus course, ensure that you are properly enrolled in the course by checking your course schedule in MIX.

If a course appears on your MIX course schedule but does not appear on your My WVU eCampus page, you should contact Amber Novotny. You cannot add a course to your My WVU eCampus page yourself. Your instructor will need your eCampus user name in order to add you to the course.

**What do I do if an eCampus course I accessed at the beginning of the semester is no longer listed on My WVU eCampus page?**
Ensure that you are still enrolled in the course by checking your course schedule in MIX or STAR.

If the course appears on your MIX course schedule but does not appear on the My eCampus page, contact Amber Novotny. You will need your eCampus user name in order for her to add you to the course.

**I have a course on My WVU eCampus page that shouldn't be there. Can it be removed?**
Yes. Contact the ITS Service Desk by calling 304-293-4444 x3 (Local), 877-327-9260 (Toll Free), or via email at ITSHelp@mail.wvu.edu and ask to have the course removed.

**What are browser plug-ins and where can I get them?**
Plug-ins are small programs that add functionality to your web browser, such as running movies and animations in your browser window or viewing special content such as PowerPoint, PDF, and Word documents in your browser window. Your eCampus course may include content that requires a plug-in for viewing. For a listing of browsers validated for use with Blackboard, visit http://ecampusinfo.wvu.edu/computer-requirements-and-supported-browsers.

**Why can’t I view PDF documents in my course?**
***Do you have the latest Adobe Acrobat plug-in, which is needed to open PDF documents in your browser? The plug-in is available as a free download at the eCampus Plug-ins page: http://ecampusinfo.wvu.edu/internet-browser-plugins.

**Why can’t I view Microsoft Office documents, such as Word, PowerPoint, Excel, and Access, in my course?**
If you are unable to open a Microsoft Office document in your web browser, then consider bypassing the browser plug-in and saving the document on your local computer, where you can open it directly in the Microsoft Office application. This takes the browser viewer out of the download process and may reduce the overall chance of error.

- Right-click the link to the document and then choose Save As.
In the Save As dialog box that appears, select a location on your hard disk, and then click the Save button.

Then double-click the document on your hard disk to open it using the Microsoft Office application on your computer.

Always make sure that Microsoft Office is up to date with all the latest patches and service packs issued by Microsoft since you originally installed Office on your computer.

Why do I get a blank page when I print?
eCampus utilizes frames, which require an additional step when printing course materials. For PC users, open the course file you wish to print and right-click on the body of the files and select Print Preview. At the top of the preview screen, select "Only the selected frame" from the drop-down menu. For Mac users, Control + click on the body of the file and select Print Frame.

Why can’t I see my grades?
The “Report Card” module is available on the course homepage. However, if it is apparent that your instructor has finished grading the assignments but you still have not been able to view your individual grade, please contact your instructor to determine the problem.

Can my classmates see my grades in eCampus?
Your grades are only visible to the course instructor and you. They are not visible to other students in the course.

Why can’t I attach a file to an assignment?
A Java applet runs when you attach a file and submit an assignment. Therefore, a current version of Java must be installed on your computer. Go to http://ecampusinfo.wvu.edu/internet-browser-plugins.

What is a discussion?
A discussion allows you to post messages that others in the course can read and respond to. Discussions normally thread the messages (organize them by original messages followed by all replies to the message) so that replies to a message are included directly under it.

Should I quote the previous message in my reply?
Normally you should simply respond and let your readers click on the original message if they have forgotten the issues discussed in it.

Why can’t I post a discussion in my eCampus course?
Ensure that your browser is properly configured for use with eCampus by running the browser check that's available by clicking “Browser Checker,” in the bottom-center of the eCampus login page. A report will be displayed showing all mandatory and recommended changes needed for your browser. For example, you need to have the latest version of Java installed on your computer for the discussion tool to function correctly.

Why do I get timed out when I try to post a discussion or send a mail message?
After 90 minutes of inactivity while logged into the system, eCampus will time out. All students are STRONGLY ENCOURAGED to draft all email and discussion board postings in another program (WordPad, NotePad or Word) and then copy and paste your message into eCampus.
That way you have all the time you want to type out your discussion without getting timed out by eCampus. **If you are timed out of eCampus, your message will be lost!**

**Why can’t I send a Mail message in my eCampus course?**
Ensure that your browser is properly configured for use with eCampus by running the browser check that's available by clicking “Browser Checker,” in the bottom-center of the eCampus login page.

**Why do I have a MIX email address in addition to my email in eCampus?**
All WVU students are automatically assigned a MIX email address. This address will be listed in the WVU Directory. In eCampus, email accounts are course-specific. You may only send email in eCampus to people associated with your course. eCampus email should be reserved for your coursework and for correspondence with your professor and other students in your course. You should check your eCampus email each time you sign in to the system.

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**WVU Libraries – Distance Education Student FAQs**

**Who is eligible to use this service?**
Currently, only Distance Education students are eligible to use the services outlined on these pages. A Distance Education student is defined as one who is currently enrolled in a class that uses non-traditional transmission methods (such as two-way interactive video, satellite, television and the web) to make its course offerings available OR a course that is offered through WVU Morgantown at a remote site. Additionally, you must reside outside of a 25 mile radius from Morgantown. If you live or attend classes in the Morgantown area, you are not generally considered a Distance Education student.

**Is there any charge for Distance Education students to get books and articles?**
There will be no charge to receive books via Distance Education Library Services and there is no limit to how many books may be requested each semester. However, only the first 10 books (WVU owned and ILL combined) will be sent to the patron at no charge. After 10 books, the patron will be responsible for postage. There is no limit to the number of journal articles that may be requested. However, only up to 30 articles per semester are provided free of charge. After 30 articles, there is a fee of $3.00 per article.

**How long will I be able to keep books I borrow?**
Books that are borrowed from WVU's collection have the same loan period that on-campus users receive. Loan periods vary according to the status of the borrower, which library is loaning the book and what type of material is being loaned. Materials that do not circulate, such as Reference materials and rare books, cannot be borrowed by a Distance Education student. For complete information on borrowing policies, see the Borrowing Services site at [https://www.libraries.wvu.edu/services/borrowing/](https://www.libraries.wvu.edu/services/borrowing/).

**Can I renew my books?**
Yes. To renew books borrowed from WVU, follow the renewal instructions for MountainLynx. Books that have been recalled may not be renewed. Renewals for books that were borrowed through Interlibrary Loan may be requested by email.