

Student Orientation

Chapter 5

Expectations of Graduate Students



INTEGRATED MARKETING COMMUNICATIONS
Master's Degree Program at West Virginia University

Expectations of Graduate Students

Admission into the Integrated Marketing Communications graduate program at WVU is the first step in a mutually productive and rewarding relationship between you and the program. In order to take full advantage of the many opportunities available to you, it's important that you understand the responsibilities and expectations for graduate students. The following guidelines will help you understand how to get the most out of your graduate school experience.

Graduate School Is Difficult.

By nature, graduate school is a lot of work. It involves much more reading and writing than you were accustomed to at the undergraduate level. Earning a master's degree requires strong motivation and focus, as well as a good amount of self-discipline. There also is a much greater emphasis on research, original thinking, and creative contribution than at the undergraduate level. You have to really want to be here to make it to graduation day, and there are no short cuts.

Graduate School Is Unstructured.

For many students, graduate school is unlike any previous education experience. It's a relatively unstructured environment where the responsibility for determining what constitutes excellent work is often placed on the student rather than the professor. Just as in the real world, there is no template to follow for most written assignments and things won't typically be spelled out for you. Your main goal in completing assignments is to do the best work you can possibly do and to support your work with solid research and logic. Moreover, keep in

mind that your work will be judged against that of your classmates. Turning in excellent work that stands out from the rest of the class is the only way to ensure a perfect score.

Graduate School Is Rewarding.

The IMC Program at WVU offers unparalleled academic, intellectual and professional opportunities. While the path to success isn't easy, remember that the hard work you put in to your course work will make your degree valuable.