

WVU ONLINE

AY 2025-26 DIGITAL ADVERTISING CAMPAIGNS



DISPLAY ADS: ALL DEGREES

Online Degrees
FOR THE DRIVEN

//////
START WHERE YOU ARE.
FINISH STRONGER.

MAKE YOUR MOVE

Online Degrees
FOR THE DRIVEN

//////

LEARN MORE

Online Degrees
FOR THE DRIVEN.

//////
START WHERE YOU ARE.
FINISH STRONGER.

MAKE YOUR MOVE

Launch: February 23, 2026

Online Degrees
FOR THE DRIVEN.

LEARN MORE

Online Degrees
FOR THE DRIVEN.

LEARN MORE

Online Degrees
FOR THE DRIVEN.

//////
START WHERE YOU ARE.
FINISH STRONGER.

MAKE YOUR MOVE



DISPLAY ADS: BRAND GRADUATE

Online Graduate Degrees
FOR THE DRIVEN

//////
START WHERE YOU ARE.
FINISH STRONGER.

MAKE YOUR MOVE

The ad features a man in a blue shirt and shorts standing on a rocky outcrop with a dog, holding a West Virginia flag against a sunset background. The design uses a dark blue background with yellow and light blue diagonal stripes.

Online Graduate Degrees
FOR THE DRIVEN

//////

LEARN MORE

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Online Graduate Degrees
FOR THE DRIVEN.

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Launch: February 23, 2026

Online Graduate Degrees
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LEARN MORE

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Online Graduate Degrees
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Online Graduate Degrees
FOR THE DRIVEN.

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MAKE YOUR MOVE

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DISPLAY ADS: BRAND UNDERGRADUATE

Online Undergraduate Degrees
FOR THE DRIVEN

//////
START WHERE YOU ARE.
FINISH STRONGER.



MAKE YOUR MOVE

Online Undergraduate Degrees
FOR THE DRIVEN

//////



LEARN MORE



Online Undergraduate Degrees
FOR THE DRIVEN.

//////
START WHERE YOU ARE.
FINISH STRONGER.



MAKE YOUR MOVE

Launch: February 23, 2026

Online Undergraduate Degrees
FOR THE DRIVEN.

LEARN MORE



Online Undergraduate Degrees
FOR THE DRIVEN.

LEARN MORE



Online Undergraduate Degrees
FOR THE DRIVEN.

//////
START WHERE YOU ARE.
FINISH STRONGER.

MAKE YOUR MOVE



META SOCIAL ADS: BRAND



Online Degrees
FOR THE DRIVEN.

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START WHERE YOU ARE.
FINISH STRONGER.



Online Degrees
FOR THE DRIVEN.

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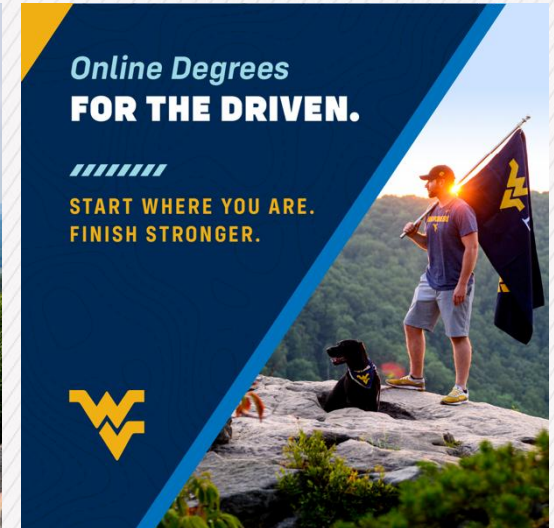
START WHERE YOU ARE.
FINISH STRONGER.



Online Degrees
FOR THE DRIVEN.

//////


START WHERE YOU ARE.
FINISH STRONGER.



Online Degrees
FOR THE DRIVEN.

//////

START WHERE YOU ARE.
FINISH STRONGER.



Launch: February 25, 2026



META SOCIAL CAROUSEL ADS: NURSING & HEALTH

**Accelerate your
HEALTHCARE CAREER.**

/////////
ONLINE DEGREES
FOR THE DRIVEN.



WV

NURSING,
R.N. TO B.S.N. **WV**

**EXPAND YOUR
SCOPE OF
CARE.**

/////////
DISCOVER WVU'S
ONLINE HEALTH
& NURSING
PROGRAMS.



WV

**LEAD THE CHANGE
PATIENTS DESERVE.**


/////////
HEALTH ADMINISTRATION,
M.H.A. **WV**



NURSING ADVANCED
PRACTICE, M.S.N. **WV**

**ELEVATE YOUR
PRACTICE.**

/////////
PUBLIC HEALTH,
M.P.H. **WV**



**SCALE YOUR IMPACT.
HELP COMMUNITIES THRIVE.**

/////////
PUBLIC HEALTH,
M.P.H. **WV**



**Start where you are.
FINISH STRONGER.**

/////////
DISCOVER WVU'S
ONLINE HEALTH
& NURSING
PROGRAMS.



WV

Launch: March 3, 2026
(paused March 18 and relaunched April 1, 2026, due to RFI form error)



LINKEDIN SOCIAL CAROUSEL ADS: NURSING & HEALTH

**Accelerate your
HEALTHCARE CAREER.**

/////////
ONLINE DEGREES
FOR THE DRIVEN.



WV

**LEAD THE CHANGE
PATIENTS DESERVE.**

/////////
HEALTH ADMINISTRATION,
M.H.A.



WV

**NURSING ADVANCED
PRACTICE, M.S.N.**

**ELEVATE YOUR
PRACTICE.**

/////////
ELEVATE YOUR
PRACTICE.



WV

**SCALE YOUR IMPACT.
HELP COMMUNITIES THRIVE.**

/////////
PUBLIC HEALTH,
M.P.H.



WV

**HEALTHCARE BUSINESS
ADMINISTRATION, M.B.A.**

**BUILD THE SYSTEMS
THAT IMPROVE CARE.**

/////////
BUILD THE SYSTEMS
THAT IMPROVE CARE.



WV

**Start where you are.
FINISH STRONGER.**

/////////
DISCOVER WVU'S
ONLINE HEALTH
& NURSING
PROGRAMS.



WV

Launch: March 23, 2026



META SOCIAL CAROUSEL ADS: BUSINESS

SHAPE THE FUTURE
of business.

////////

**ONLINE DEGREES
FOR THE DRIVEN.**



GENERAL BUSINESS
B.S.B. AD.




**FUEL YOUR
COMPETITIVE
EDGE.**

////////




**TURN COMPLEX DATA
INTO ACTION.**


////////



**APPLIED AI AND DATA
ANALYTICS, M.S.**



**BUSINESS CYBERSECURITY
MANAGEMENT, M.S.**



**UNIFY TEAMS.
SOLVE FUTURE
THREATS.**

////////



**FOLLOW
THE MONEY.
UNCOVER
THE TRUTH.**

////////



**FORENSIC AND FRAUD
EXAMINATION, M.S.**



Start where you are.
FINISH STRONGER.

////////

**DISCOVER WVU'S
ONLINE BUSINESS
PROGRAMS.**



Launch: March 5, 2026



LINKEDIN SOCIAL CAROUSEL ADS: BUSINESS

SHAPE THE FUTURE
of business.


////////

**ONLINE DEGREES
FOR THE DRIVEN.**




**TURN COMPLEX DATA
INTO ACTION.**

////////



**APPLIED AI AND DATA
ANALYTICS, M.S.**



**BUSINESS CYBERSECURITY
MANAGEMENT, M.S.**




**UNIFY TEAMS.
SOLVE FUTURE
THREATS.**

////////




**FOLLOW
THE MONEY.
UNCOVER
THE TRUTH.**

////////



**FORENSIC AND FRAUD
EXAMINATION, M.S.**



**AI MARKETING,
M.S.**



**STAY ESSENTIAL IN A
CHANGING WORLD.**

////////



Start where you are.

FINISH STRONGER.

////////

**DISCOVER WVU'S
ONLINE BUSINESS
PROGRAMS.**



Launch: March 23, 2026



META SOCIAL CAROUSEL ADS: ENGINEERING

Accelerate your
ENGINEERING CAREER.

//////
ONLINE DEGREES
FOR THE DRIVEN.



WV

ENGINEERING
MANAGEMENT, M.S. **WV**

**OPTIMIZE OPERATIONS.
LEAD THE TEAM.**

//////



WV

**FUEL YOUR FUTURE IN
ENERGY DELIVERY.**

//////



MIDSTREAM PETROLEUM
ENGINEERING, M.S. **WV**

ARTIFICIAL
INTELLIGENCE, M.S. **WV**

**BUILD SOLUTIONS.
DEPLOY WHAT'S
NEXT.**

//////



WV

**SOLVE
PROBLEMS.
ARCHITECT
CHANGE.**

//////



SOFTWARE ENGINEERING,
M.S.S.E. **WV**

Start where you are.
FINISH STRONGER.

//////
DISCOVER WVU'S
ONLINE ENGINEERING
PROGRAMS.



WV

Launch: March 5, 2026

(paused March 18 and relaunched April 1, 2026, due to RFI form error)




META SOCIAL CAROUSEL ADS: EDUCATION

Transform lives through EDUCATION.

//////
ONLINE DEGREES FOR THE DRIVEN.







CHILD DEVELOPMENT AND FAMILY STUDIES, B.S. 

ADVOCATE FOR CHILDREN AND FAMILIES.


//////





EMPOWER READERS. STRENGTHEN YOUR COMMUNITY.

//////



LITERACY EDUCATION, M.A. 

LEADERSHIP STUDIES IN EDUCATION, M.A. 

LEAD THE CHANGE STUDENTS DESERVE.

//////



TURN YOUR PASSION INTO ACTION.

//////



SPECIAL EDUCATION, M.A. 

Start where you are.
FINISH STRONGER.

//////
DISCOVER WVU'S ONLINE EDUCATION PROGRAMS.





Launch: March 9, 2026

(paused March 18 and relaunched April 1, 2026, due to RFI form error)



LINKEDIN SOCIAL CAROUSEL ADS: EDUCATION

Transform lives through EDUCATION.

////////


ONLINE DEGREES FOR THE DRIVEN.



WV

EMPOWER READERS. STRENGTHEN YOUR COMMUNITY.

////////



LITERACY EDUCATION, M.A.

WV

LEADERSHIP STUDIES IN EDUCATION, M.A. **WV**

LEAD THE CHANGE STUDENTS DESERVE.

////////



WV

TURN YOUR PASSION INTO ACTION.

////////



SPECIAL EDUCATION, M.A.

WV

PHYSICAL EDUCATION - TEACHER EDUCATION, M.S. **WV**

INSPIRE ACTIVE LIVES IN EVERY STUDENT.

////////



WV

Start where you are. FINISH STRONGER.

////////

DISCOVER WVU'S ONLINE EDUCATION PROGRAMS.



WV

Launch: March 23, 2026



META SOCIAL CAROUSEL ADS: HUMAN SCIENCES

Unlock what's possible with
HUMAN SCIENCES.

/////////
ONLINE DEGREES
FOR THE DRIVEN.



WV

EXECUTIVE SPORT
MANAGEMENT, M.S. **WV**

DEVELOP THE EDGE TO
LEAD.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.



WV

TURN YOUR PASSION
INTO COMMUNITY
IMPACT.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.




SPORT LEADERSHIP,
B.A. **WV**

SPORT AND PERFORMANCE
PSYCHOLOGY, M.S. **WV**

EMPOWER THE NEXT
GENERATION OF ATHLETES.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.



WV

PERFECT THE
SCIENCE OF
THE SIDELINE.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.



SPORT COACHING,
M.S. **WV**

Start where you are.
FINISH STRONGER.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.



WV

Launch: March 16, 2026
(paused March 18 and relaunched April 1, 2026,
due to RFI form error)



LINKEDIN SOCIAL CAROUSEL ADS: HUMAN SCIENCES

Unlock what's possible with
HUMAN SCIENCES.

/////////
ONLINE DEGREES
FOR THE DRIVEN.



WV

**EXECUTIVE SPORT
MANAGEMENT, M.S.**

**DEVELOP THE EDGE TO
LEAD.**



WV

**EMPOWER THE NEXT
GENERATION OF ATHLETES.**



**SPORT AND PERFORMANCE
PSYCHOLOGY, M.S.**

WV

**SPEECH-LANGUAGE
PATHOLOGY, M.S.**

**ENABLE EVERY
CONNECTION.**



WV

**PERFECT THE
SCIENCE OF
THE SIDELINE.**



**SPORT COACHING,
M.S.**

WV

Start where you are.
FINISH STRONGER.

/////////
DISCOVER WVU'S
ONLINE HUMAN
SCIENCES
PROGRAMS.



WV

Launch: March 23, 2026



META SOCIAL CAROUSEL ADS: COMMUNICATION

Lead the future of
COMMUNICATIONS.

//////
ONLINE DEGREES
FOR THE DRIVEN.





INTEGRATED MARKETING
COMMUNICATIONS, M.S. 

**SCALE YOUR SKILLS.
DRIVE RESULTS.**

//////



MAXIMIZE YOUR ROI.

//////



DIGITAL MARKETING
COMMUNICATIONS, M.S. 

INTEGRATED MARKETING
COMMUNICATIONS, B.S. 

**BUILD YOUR PORTFOLIO.
LAUNCH YOUR
CAREER.**

//////



**TELL THE STORY BEHIND
THE NUMBERS.**

//////



DATA MARKETING
COMMUNICATIONS, M.S. 

Start where you are.
FINISH STRONGER.

//////

DISCOVER WVU'S
ONLINE
COMMUNICATIONS
PROGRAMS.





Launch: March 23, 2026
(paused and relaunched April 1, 2026, due to
RFI form error)



LINKEDIN SOCIAL CAROUSEL ADS: COMMUNICATION

Lead the future of
COMMUNICATIONS.

//////
ONLINE DEGREES
FOR THE DRIVEN.



INTEGRATED MARKETING
COMMUNICATIONS, M.S. 

**SCALE YOUR SKILLS.
DRIVE RESULTS.**

//////



MAXIMIZE YOUR ROI.
//////



DIGITAL MARKETING
COMMUNICATIONS, M.S. 

DATA MARKETING
COMMUNICATIONS, M.S. 

**TELL THE STORY BEHIND
THE NUMBERS.**
//////



Start where you are.
FINISH STRONGER.

//////
DISCOVER WVU'S
ONLINE
COMMUNICATIONS
PROGRAMS.



Launch: March 23, 2026



META SOCIAL CAROUSEL ADS: MEDIA

CREATE YOUR EDGE
in media.

//////
ONLINE DEGREES
FOR THE DRIVEN.





MUSIC BUSINESS AND
INDUSTRY, M.A. 

**BE THE BOSS
BEHIND THE BEAT.**

//////



GAME DESIGN,
M.A. 

**CRAFT THE WORLDS
YOU IMAGINE.**

//////



Start where you are.
FINISH STRONGER.

//////
DISCOVER WVU'S
ONLINE MEDIA
PROGRAMS.





Launch: April 2, 2026



LINKEDIN SOCIAL CAROUSEL ADS: MEDIA

CREATE YOUR EDGE
in media.

//////
ONLINE DEGREES
FOR THE DRIVEN.





MUSIC BUSINESS AND
INDUSTRY, M.A. 

**BE THE BOSS
BEHIND THE BEAT.**

//////





MAXIMIZE YOUR ROI.

//////



DIGITAL MARKETING
COMMUNICATIONS, M.S. 

GAME DESIGN,
M.A. 

**CRAFT THE WORLDS
YOU IMAGINE.**

//////





Start where you are.
FINISH STRONGER.

//////
DISCOVER WVU'S
ONLINE MEDIA
PROGRAMS.

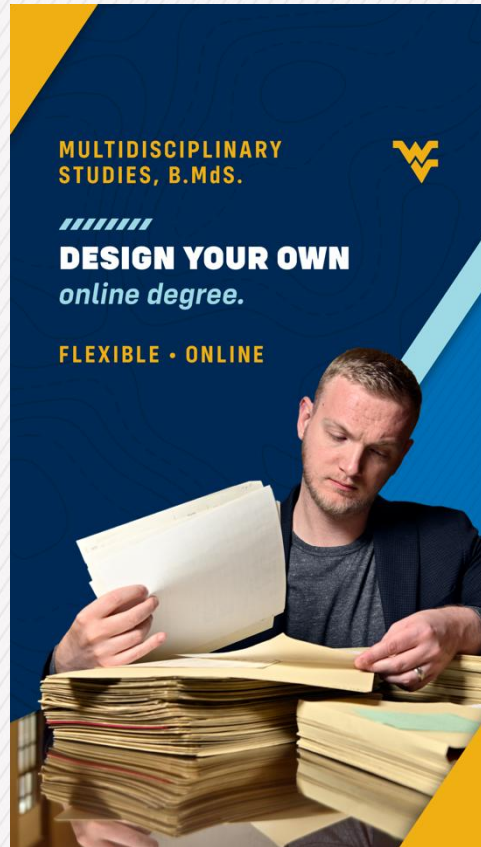




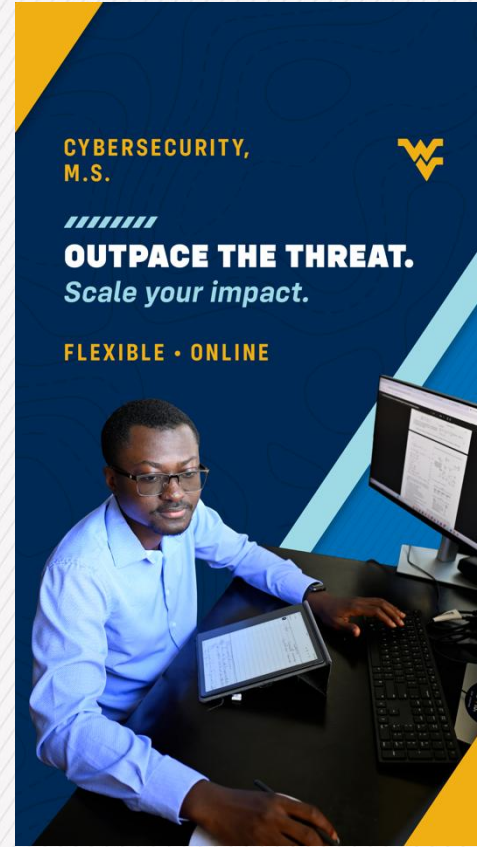
Launch: March 23, 2026



META & LINKEDIN SOCIAL NEW PROGRAM LAUNCH ADS




Meta Launch: April 6, 2026



LinkedIn Launch: April 1, 2026
Meta Launch: April 6, 2026

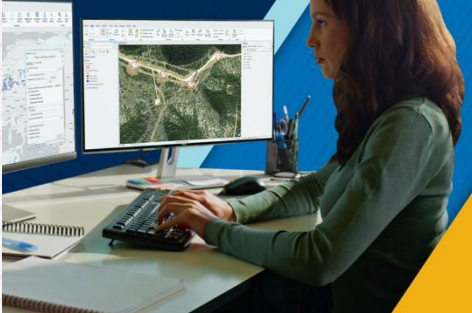


META & LINKEDIN SOCIAL NEW PROGRAM LAUNCH ADS


GEOGRAPHIC INFORMATION SYSTEMS AND SPATIAL ANALYSIS, M.S. 

//////
MAP THE DATA.
Drive the action.

FLEXIBLE • ONLINE




LinkedIn Launch: April 6, 2026
Meta Launch: April 6, 2026

GEOGRAPHIC INFORMATION SYSTEMS AND SPATIAL ANALYSIS, M.S. 

//////
MAP THE DATA.
Drive the action.

FLEXIBLE • ONLINE



LEADERSHIP STUDIES IN EDUCATION, M.A. 

//////
LEAD THE CHANGE
students deserve.

FLEXIBLE • ONLINE



LinkedIn Launch: April 1, 2026
Meta Launch: April 6, 2026

LEADERSHIP STUDIES IN EDUCATION, M.A. 

//////
LEAD THE CHANGE
students deserve.

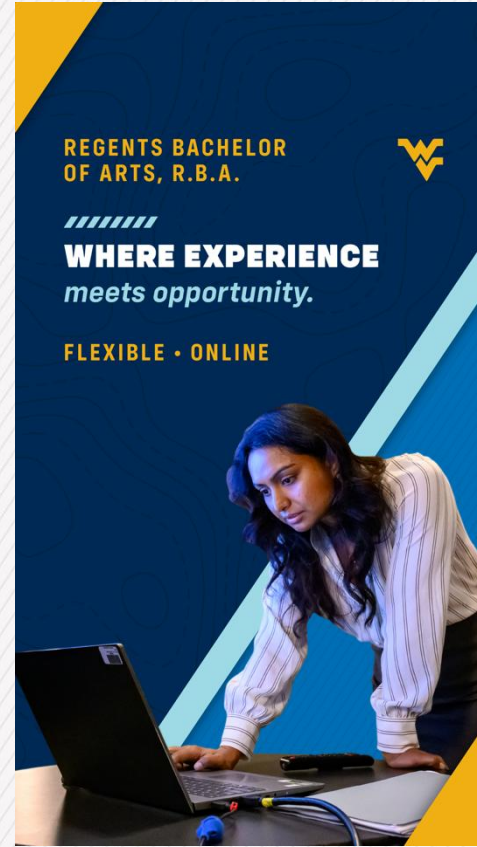
FLEXIBLE.
ONLINE.



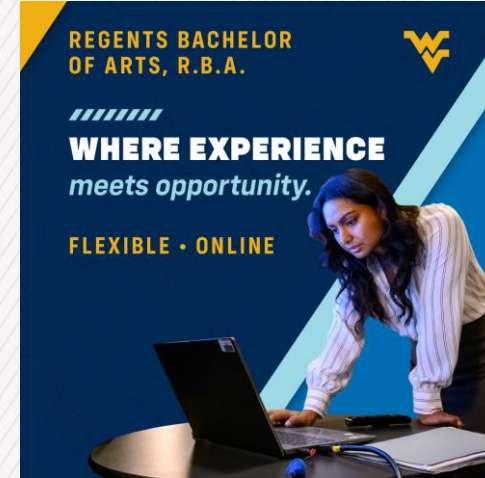
META & LINKEDIN SOCIAL NEW PROGRAM LAUNCH ADS



LinkedIn Launch: April 1, 2026
Meta Launch: April 6, 2026



Meta Launch: April 6, 2026



META & LINKEDIN SOCIAL NEW PROGRAM LAUNCH ADS



LinkedIn Launch: April 1, 2026

Meta Launch: April 6, 2026



LINKEDIN SOCIAL ADS: BRAND



Launch: March 3, 2026

