

# Advertising and Public Relations, B.S.J.

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## Degree Offered

- Bachelor of Science in Journalism

## Nature of the Program

The advertising and public relations major teaches students how to ethically serve and engage diverse audiences in all sectors of society. Students learn how to develop and manage creative, integrated and strategic campaigns. Students in this major select an area of emphasis (AOE) in either advertising or public relations to complement their strategic communications coursework. Both majors require creativity and critical thinking.

Students build skills in writing, research, strategy, design, digital and social media, as well as the ethics, history and laws that provide a foundation for their field. They may further their expertise through such courses as Martin Hall Agency, crisis communication, international communication, event planning, advocacy communication, visual storytelling, media planning, influencer marketing and study abroad experiences. Students plan and produce promotional and educational campaigns and materials for actual clients, which include local businesses, nonprofits and communities, as well as larger grant-funded projects that impact the state. As a result, students gain real-world experience that can lead to careers in advertising and public relations agencies, corporations, nonprofits, government, education, entertainment, sports, healthcare, and other fields.

## ADVERTISING AREA OF EMPHASIS

Students who select the advertising AOE within the advertising and public relations major obtain a solid foundation in creative copywriting and design, media planning, audience insights and analysis, and campaigns. Additional courses in ideation, strategic social media and account management are available to round out students' individual interests. They go on to work at advertising and marketing agencies, within corporate communications offices, as media planners, or as consultants and business owners. The advertising curriculum also affords a solid foundation for law or other specialized graduate programs. The School of Media and Communications offers a 3 + 3 degree in collaboration with the College of Law for high-achieving students.

## PUBLIC RELATIONS AREA OF EMPHASIS

Students who select the public relations AOE within the advertising and public relations major take courses in strategic writing and social media, design, audience research and analysis, and campaigns. Additional courses that apply to the major include special event planning, crisis communication, multi- and interactive media, international public relations and influencer marketing. Students go on to work at communications agencies, in government, healthcare organizations, nonprofits, corporations and politics. Those students who wish to go on to law or graduate school have a solid grounding in writing, research, analysis and communications. The School of Media and Communications offers a 3 + 3 degree in collaboration with the College of Law for high-achieving students.

## Admissions for 2026-2027

- Admission to the School of Media and Communications (p. 1)
- Scholarships (p. 1)
- Choosing a Major (p. 1)
- Accelerated Bachelor's/Master's Program (p. 2)

## Admission to the School of Media and Communications

**For specific information regarding the admissions requirements for First Time Freshmen to the School of Media and Communications, please visit** Admission to the School of Media and Communications (<http://catalog.wvu.edu/undergraduate/collegeofcreativeartsandmedia/media/#admissionsrequirements>). WVU students with a cumulative GPA of 2.0 or higher can declare a major in the School of Media.

Students who do not meet these criteria will automatically be enrolled in WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the School of Media and Communications once they have earned a cumulative GPA of 2.0 at WVU.

## Scholarships

In addition to financial aid from West Virginia University, the School of Media and Communications offers a number of scholarships each year to incoming freshmen. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

## Choosing a Major

The School of Media and Communications offers five majors: advertising and public relations, integrated marketing communication, journalism, sports and adventure media and multidisciplinary media studies.

Direct admission students are admitted to the School upon admission to the University and declare their majors at that time.

## Accelerated Bachelor's/Master's Programs

Students in the advertising and public relations or journalism undergraduate programs in the School of Media and Communications with a minimum cumulative GPA of 3.3 are eligible for the Accelerated Masters of Science in Journalism program. This allows students to customize a research project that is relevant to their interests, whether they are Advertising and Public Relations or Journalism majors. Interested students are identified during their initial year or two at the School, and, if interested, must meet with their academic advisor, by the fall of their junior year. Freshmen and sophomores are welcome to stop by to discuss the program as well.

Students in the advertising and public relations, integrated marketing communications, journalism or multidisciplinary media studies undergraduate programs in the School of Media and Communications and with a GPA in excess of 3.3 will be eligible for admission to the Accelerated Masters of Science in Integrated Marketing Communications program beginning in first semester of their junior year. They will meet with the School of Media and Communications undergraduate online programs advisor, Aaron Hawley, and work closely with him to apply for admission to the program. Students will be admitted to the program no later than the second semester of their junior year and begin taking graduate courses during the first semester of their senior year.

### 3+3 BSJ/JD

Qualifying students also may apply for the 3+3 BSJ/JD degree program, which is a collaborative program of the WVU School of Media and Communications and the College of Law. More information about accelerated programs can be found on the School of Media and Communications website.

Major Code: 3724

## General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Degree Requirements

Code	Title	Hours
	University Requirements	42
	Non-Journalism/Media Requirements	27
	School of Media and Communications Core Requirements	15
	Advertising and Public Relations Major Requirements	36
Total Hours		120

## University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 6, and 7		16
MDIA 191	First-Year Seminar	2
<b>General Electives **</b>		<b>24</b>
Total Hours		42

## Non-Journalism/Media Requirements

Code	Title	Hours
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics (GEF 3)	3
HIST 153	Making of Modern America: 1865 to the Present (GEF 5)	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
English literature or Creative Writing course		3
Two semesters of any foreign language/computer coding course or one language/coding course +study abroad		6
Select one of the following:		3
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
ANTH 105	Introduction to Anthropology	
Total Hours		27

## School of Media and Communications Core Requirements

Code	Title	Hours
A minimum grade of C- is required in School of Media and Communications Core Requirements.		
MDIA 101	Media and Society (may fulfill GEF 4)	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
MDIA 328	Media Ethics and Law	3
MDIA 427 or MDIA 555	History of American Journalism, Media & Pop Culture Media, Identity, and Power	3
Total Hours		15

## Advertising and Public Relations Major Requirements

Code	Title	Hours
A minimum grade of C- is required in Advertising and Public Relations Major Requirements.		
ADPR 215	Introduction to Advertising and Public Relations	3
ADPR 421S	Advertising & PR Audience Insights & Analysis	3
Select one of the following capstone courses:		3
ADPR 457S	Martin Hall Agency Experience	
ADPR 459S	Strategic Communication Campaigns for Public Relations and Advertising	
<b>Required Area of Emphasis (12 credits)</b>		<b>12</b>
Select one of the following Areas of Emphasis (details below):		
Advertising (ADV)		
Public Relations (PR)		
<b>Required Minor *</b>		<b>15</b>
Total Hours		36

Code	Title	Hours
<b>English Literature or Creative Writing Courses</b>		
English Literature		
ENGL 131	Poetry and Drama	3
ENGL 132	Short Story and Novel	3
ENGL 139	Contemporary African Literature	3
ENGL 154	African American Literature	3
ENGL 156	Literature of Native America	3
ENGL 226	World Literature	3
ENGL 232	Poetry	3
ENGL 233	The Short Story	3
ENGL 234	Drama	3
ENGL 235	Novel	3
ENGL 236	The Bible as Literature	3
ENGL 241	American Literature 1	3
ENGL 242	American Literature 2	3
ENGL 251	American Folklore and Culture	3
ENGL 252	Appalachian Fiction	3
ENGL 254	African American Literature	3
ENGL 257	Science Fiction and Fantasy	3
ENGL 258	Popular American Culture	3
ENGL 261	British Literature before 1800	3
ENGL 262	British Literature 2	3
ENGL 263	Shakespeare 1	3
ENGL 272	Modern Literature	3
ENGL 273	Contemporary Literature	3
ENGL 285	Images of Women in Literature	3
Creative Writing		
ENGL 111	Introduction to Creative Writing	3
ENGL 212	Creative Writing: Fiction	3
ENGL 213	Creative Writing: Poetry	3
ENGL 214	Creative Writing: Non-Fiction	3

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Minors must have 9 hours of unique coursework. Note that some minors require online coursework for which additional fees apply. Students must complete an officially sanctioned minor outside the School of Media and Communications. However, students may pursue the Sport Communication minor, which is offered jointly by the College of Creative Arts and Media and the College of Applied Human Sciences. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor. Some minors require 18 hours of coursework instead of 15 hours.

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General Education and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree.

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 Language Course	3
ADPR 215		3 GEF 2B	4
Language Course		3 Select one of the following:	3
		PSYC 101	
		SOC 101	

## ANTH 105

		14	16	
<b>Second Year</b>				
<b>Fall</b>	<b>Hours</b>		<b>Spring</b>	<b>Hours</b>
Select one of the following according to AOE:			3 MDIA 328	3
ADV 315S			ENGL 102 (GEF 1)	3
PR 324S			STAT 111 (GEF 3)	3
ECON 200			3 Minor Course	3
Minor Course			3 Elective	3
Elective			3	
Elective			3	
		15	15	
<b>Third Year</b>				
<b>Fall</b>	<b>Hours</b>		<b>Spring</b>	<b>Hours</b>
HIST 153 (GEF 5)			3 ENGL Literature or Creative Writing Course	3
ADPR 421S			3 Minor Course	3
MDIA 427 or 555			3 BCOR 350	3
Select one of the following according to AOE:			3 AOE Elective	3
ADV Elective			Elective	3
ADPR 319S				
Minor Course		3		
		15	15	
<b>Fourth Year</b>				
<b>Fall</b>	<b>Hours</b>		<b>Spring</b>	<b>Hours</b>
POLS 102			3 Choose one of the following capstones:	3
Minor Course			3 ADPR 457S	
GEF 6			3 ADPR 459S	
Electives			6 AOE Elective	3
			Electives	6
			GEF 7	3
		15	15	

Total credit hours: 120

## Areas of Emphasis

- Advertising (p. 5)
- Public Relations (p. 6)

## Advertising (ADV) Area of Emphasis Requirements

Students learn how to develop and produce persuasive messages and advertising campaigns. Students build skills in writing, research, media planning, and campaign management. Advertising students plan and produce advertising campaigns for actual clients, gaining real-world experience that can lead to careers in advertising agencies, corporations and public-sector fields.

Code	Title	Hours
A grade of C- or higher must be earned in all emphasis courses.		
ADV 315S	Advertising Copywriting	3
ADPR 319S	Creative Design and Strategy	3
Two courses (six hours) of 300- or 400-level ADV, ADPR or advisor-approved Course Electives		6
ADV 401S	Creative 1	
ADV 403	Media Planning/Strategy	
ADV 451	Interactive Marketing Commctns	
ADV 493	Special Topics	
ADPR 450	Audience Psychology and Behavior	

ADPR 452	Strategic Communication Strategy and Management	
Total Hours		12

## Suggested Plan of Study for Advertising (ADV) Area of Emphasis

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 ENGL Literature or Creative Writing Course	3
MDIA 191 (Fulfills WVUE 191 requirement)		2 Language Course	3
ADPR 215		3 Select one of the following:	3
Language Course		3 PSYC 101	
General Elective		1 SOC 101	
		ANTH 105	
		General Elective	3
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 HIST 153 (GEF 5)	3
ECON 200		3 GEF 6	3
MDIA 225S		3 ADV 315S	3
GEF 2B		4 General Elective	5
General Elective		3	
		16	14

### Third Year

Fall	Hours	Spring	Hours
STAT 111 (GEF 3)		3 BCOR 350	3
300- or 400-level AOE Course		3 ADPR 421S	3
Minor Course		3 300- or 400-level AOE Course	3
General Elective		3 Minor Course	3
GEF 7		3 General Elective	3
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
POLS 102		3 MDIA 328	3
ADPR 459S		3 Minor Course	3
300- or 400-level AOE Course		3 General Electives	9
Minor Courses		6	
		15	15

Total credit hours: 120

## Public Relations (PR) Area of Emphasis Requirements

Students learn how to communicate with multiple stakeholders to achieve business objectives, create media campaigns and plan events for nonprofit organizations, private firms, government agencies and businesses. Public relations students develop traditional and digital communication strategies and tactics, such as communication and social media plans, public service announcements, videos, media kits, brochures, speeches, and press releases. While focusing on public relations, students also receive a solid education in writing, research, interviewing skills, and media and audience analysis.

Code	Title	Hours
A grade of C- or higher must be earned in all emphasis courses.		
ADPR 319S	Creative Design and Strategy	3
PR 324S	Public Relations Writing and Applications	3
2 courses (6 hours) of 300- or 400-level PR, ADPR or advisor-approved Course Electives		6
ADPR 439	Strategic Social Media	

MDIA 438	Branded Content and Narrative
PR 333S	Web Development
PR 455S	Strategic Event Planning and Promotion
PR 493	Special Topics

Total Hours 12

## Suggested Plan of Study for Public Relations (PR) Area of Emphasis

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 ENGL Literature or Creative Writing Course	3
MDIA 191 (Fulfills WVUE 191 Requirement)		2 Language Course	3
ADPR 215		3 Select one of the following:	3
Language Course		3 PSYC 101	
General Elective		1 SOC 101	
		ANTH 105	
		General Elective	3
			15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 BCOR 350	3
ECON 200		3 HIST 153 (GEF 5)	3
MDIA 225S		3 General Elective	2
GEF 2B		4 GEF 6	3
General Elective		3 ADPR 319S	3
			16

### Third Year

Fall	Hours	Spring	Hours
POLS 102		3 STAT 111 (GEF 3)	3
Minor Course		3 300- or 400-level AOE Course	3
PR 324S		3 Minor Course	3
General Elective		3 Electives	6
GEF 7		3	
			15

### Fourth Year

Fall	Hours	Spring	Hours
ADPR 421S		3 MDIA 328	3
300- or 400-level AOE Course		3 ADPR 459S	3
Minor Courses		6 Minor Course	3
General Elective		3 General Electives	6
			15

Total credit hours: 120

## Accelerated Bachelor's/Master's Programs

- B.S.J. in Advertising and Public Relations/M.S. in Integrated Marketing Communications (p. 7)
- B.S.J. in Advertising and Public Relations/M.S.J. in Journalism (p. 9)

## Accelerated Bachelor's/Master's Degree Requirements

Students must fulfill all degree requirements for the BSJ in Advertising and Public Relations, including earning a minimum grade of C- in School of Media and Communications Core Requirements and Advertising and Public Relations major requirements. In addition to all the requirements of the M.S. in Integrated Marketing Communications. Students must also meet all the requirements of the ABM.

## ABM Requirements

Code	Title	Hours
	Advertising and Public Relations Major Requirements	108
	Shared Bachelor's/Master's Coursework	12
	M.S. Integrated Marketing Communications Major Requirements	18
Total Hours		138

## Shared Coursework Curriculum Requirements

Code	Title	Hours
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
Total Hours		12

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 Language Course	3
ADPR 215		3 GEF 2B	4
Language Course		3 Select one of the following:	3
		PSYC 101	
		SOC 101	
		ANTH 105	
		14	16

### Second Year

Fall	Hours	Spring	Hours
Select one of the following according to AOE:		3 JRL 328	3
ADV 315S		ENGL 102	3
PR 324S		STAT 111 (GEF 3)	3
ECON 200		3 Minor Course	3
Elective		3 Elective	3
Minor Course		3	
Elective		3	
		15	15

### Third Year

Fall	Hours	Spring	Hours
HIST 153 (GEF 5)		3 ENGL Literature or Creative Writing Course	3
ADPR 421S		3 GEF 5	3
Select one of the following according to AOE:		3 Minor Course	3
ADV Elective		BCOR 350	3
ADPR 319S		AOE Elective	3
Minor Course		3	
AOE Elective		3	
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
POLS 102		3 Choose one of the following capstones:	3
Minor Course		3 ADPR 457S	

GEF 6	3	ADPR 459S	
IMC 410	3	IMC 511	3
IMC 513	3	IMC 512	3
		GEF 7	3
		Elective	3
		15	15

**Fifth Year**

Fall	Hours	Spring	Hours
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		9	9

Total credit hours: 138

Students in the ADPR BSJ + IMC MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512 and IMC 513 across both their graduate and undergraduate degrees.

## Accelerated Bachelor's/Master's Degree Requirements

Students must fulfill all degree requirements for the BSJ in Advertising and Public Relations, including earning a minimum grade of C- in School of Media and Communications Core Requirements and Advertising and Public Relations major requirements. In addition to all the requirements of the M.S.J in Journalism, students must also meet all the requirements of the ABM.

## ABM Requirements

Code	Title	Hours
	Advertising and Public Relations Major Requirements	108
	Shared Bachelor's/Master's Coursework	12
	M.S.J Journalism	18
Total Hours		138

## Shared Coursework Curriculum Requirements

Code	Title	Hours
JRL 500	Introduction to Graduate Studies	1
JRL 504	Mass Media and Society	3
JRL 520	Advanced Journalistic Writing and Research	3
JRL 528	Media Ethics and Law	3
	Elective	3
Total Hours		13

## Suggest Plan of Study

**First Year**

Fall	Hours	Spring	Hours
ADPR 215		3 ANTH 105, PSYC 101, or SOC 101	3
ENGL 101 (GEF 1)		3 MDIA 215S	3
JRL 191		2 English Literature or Creative Writing course	3
MDIA 101 (GEF 4)		3 GEF 3	3
Language Course		3 Lanuguage Course	3
		14	15

**Second Year**

Fall	Hours	Spring	Hours
ECON 200		3 ADPR 319S	3
ENGL 102		3 HIST 153	3
MDIA 225S		3 STAT 111	3

GEF 2B		4 GEF 6	3
GEF 5		3 Elective	2
		16	14
<b>Third Year</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ADV 315S or PR 324S		3 BCOR 350	3
POLS 102		3 AOE course at 300 or 400 level	3
Minor Course		3 Minor Course	3
GEF 7		3 Electives	6
Elective		3	
		15	15
<b>Fourth Year</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ADPR 421S		3 ADPR 559S	3
JRL 500		1 JRL 520	3
JRL 504		3 JRL 528	3
AOE Course at 300 or 400 level		3 Minor Course	3
Minor Course		3 Elective*	3
Minor Course		3	
		16	15
<b>Fifth Year</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
JRL 697		6 JRL 689	3
Elective*		3 JRL 698	3
		Elective*	3
		9	9

Total credit hours: 138

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These electives should be at the 500- or 600-level and may come from within or external to the School of Media and Communications.

## Major Learning Outcomes

### ADVERTISING AND PUBLIC RELATIONS

The Reed School of Media and Communications states as its learning goals the values and competencies of its national accrediting body, the Accrediting Council for Education in Journalism and Mass Communications, which appear under information about the B.S. in Journalism degree. In addition, the School faculty have set other specific educational outcomes deemed critical for success as professional communicators. These additional educational outcomes for advertising and public relations majors are:

1. Advertising and public relations graduates will understand how to serve, reflect and engage diverse publics and will be prepared to either work in the field or to pursue advanced educational opportunities.
2. Advertising and public relations graduates will demonstrate professional competency in preparing campaign plans, using both traditional and digital means, including obtaining, analyzing and interpreting data; establishing goals and objectives; identifying appropriate strategies; developing creative tactics; and understanding budgeting, timeframes, and success indicators/evaluation.
3. Advertising and public relations graduates will demonstrate an understanding of the history of media, advertising, public relations, and the influence of technology on the communication professions.
4. Advertising and public relations graduates will demonstrate the ability to professionally present ideas in all forms: written, verbal, and with the use of appropriate digital/electronic audio-visual materials.
5. Advertising and public relations graduates will understand the working relationship between advertising and public relations, as well as related marketing communications vehicles and media planning and placement.
6. Advertising and public relations graduates will be able to demonstrate knowledge and understanding of communication ethics and law as it applies to advertising, media and public relations, including privacy in the context of database marketing, artificial intelligence and social media.
7. Advertising and public relations graduates will be able to work effectively and collaboratively in teams to create messages, solve problems and develop and implement integrated communication strategies using human-centered design principles.