Perley Isaac Reed School of Journalism

Degree Offered

• Bachelor of Science in Journalism

Majors:

• Journalism
• Strategic Communications (for students entering a major Fall 2013 and beyond)

Areas of Emphasis:

Journalism

• Print Journalism
• Television Journalism
• Visual Journalism
• News

Strategic Communications

• Advertising
• Public Relations

Nature of Program

The WVU Perley Isaac Reed School of Journalism prides itself on its student-centered approach to media and communications and has been educating communications specialists since 1939. While rooted in tradition, the School of Journalism offers an innovative, experiential curriculum that prepares students for dynamic, cutting-edge communications careers. Using the latest media technology, students produce real products — multimedia stories, news broadcasts, advertising and public relations campaigns, and special projects — that are adopted and disseminated by professional outlets and clients. In addition, community outreach and service learning are incorporated into our undergraduate programs, allowing students to connect with their communities and learn how to be compassionate and committed communications professionals.

The School of Journalism currently offers undergraduate majors in 1) journalism, which includes multimedia storytelling and production coursework, and 2) strategic communications, with curricular areas of emphasis in advertising and public relations. (Students who entered the major prior to Fall 2013 may have enrolled in the advertising or public relations majors.) Graduates earn a bachelor of science in journalism (B.S.J) degree, and their academic record reflects their specific field of study. The most recent alumni survey shows that 85% of School of Journalism graduates were employed in their first professional position within six months of graduation. While they are still in school, our students intern at top regional and national TV stations, public relations firms, newspapers, and advertising agencies. Students also have the opportunity to work for campus media, including U-92 (the campus radio station) and The Daily Athenaeum (the daily student newspaper). Many students also build their skills by working part-time at local media outlets, private agencies, non-profit organizations, and within programs and departments across the WVU campus, such as athletics and health sciences.

Accreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) fully accredits the School of Journalism and its undergraduate programs: advertising, journalism, public relations, and strategic communications. Only approximately 125 colleges and universities with journalism or communications programs have earned ACEJMC approval. The school is also a member of the Association of Schools of Journalism and Mass Communications.

Equal Employment Opportunity and Affirmative Action Plan

West Virginia University is an equal opportunity/affirmative action institution. The University does not discriminate on the basis of race, sex, age, handicap, veteran status, religion, sexual orientation, color, or national origin in the administration of any of its educational programs or activities or with respect to admission and employment. The University neither affiliates with nor grants recognition to any individual, group, or organization having policies that discriminate on the basis of race, sex, age, handicap, veteran status, religion, sexual orientation, color, or national origin, as defined by the applicable laws and regulations. Faculty, staff, students, and applicants are protected from retaliation for filing complaints or for assisting in an investigation under the University’s Equal Opportunity/Affirmative Action Plan. Inquiries regarding the University’s non-discrimination policy may be directed to the Office of Social Justice, West Virginia University.

The School of Journalism endorses WVU’s affirmative action plan and has historically applied the plan’s principles in all school initiatives and activities. Assurance of equal opportunity and affirmative action procedures are included in both the University and School of Journalism guidelines for faculty recruitment.
To recruit minority students, faculty and professionals visit state high schools and community colleges, periodically send representatives to recruitment events in urban areas with large minority populations, respond quickly to minorities seeking information about the school, initiate contacts with high school counselors, and give special attention to minority internship/placement opportunities. In 2010, the school established a chapter of the National Association of Black Journalists.

The school appreciates ethnic, racial, and cultural diversity among students, faculty, and staff. Professors often incorporate historical and contemporary issues within their teaching and learning experiences. The school has an Assistant Dean for Student Services who has minority recruitment and retention as a major responsibility.

Professional Relations

A close relationship is maintained with the mass media through the West Virginia Press Association, the West Virginia Broadcasters Association, the West Virginia Associated Press Broadcasters Association, Public Relations Society of America, American Advertising Federation, Business/Professional Advertising Association, National Press Photographers Association, and the Society of Professional Journalists. These groups have provided educational and financial support to the school, along with internships and job opportunities.

Every year, the school brings in professionals to give students advice on how to land their first job, write resumes, produce professional portfolios and broadcast clips, and conduct themselves on job interviews. They also interview students for internships and permanent jobs.

Throughout the year, nationally prominent speakers are brought to campus to share their professional experiences and insights with students. Recent speakers have included Pulitzer Prize-winning columnist Leonard Pitts, Newsweek investigative journalist Michael Isikoff, nationally syndicated columnist Kathleen Parker, Pulitzer Prize-winning editorial cartoonist Mike Luckovich, and John Harris, co-founder and editor of Politico.com (http://Politico.com) . The school also hosts a number of named lecture series, including the Ogden Newspapers Seminar Series, with themes surrounding women in communications, diversity in the media, sports communications, political photography, and the new media landscape and digital media.

Experiential Learning

Students gain real-world experience through service-learning and senior capstone courses, as well as with special projects and student organizations. For example, strategic communications students work with local nonprofit organizations to help plan and promote campaigns and special events and work through the student-run Martin Hall Agency to assist other regional and statewide clients as well. Journalism students write, report, and produce multimedia content for newspapers, television, and other media and sports networks across the state and region. Faculty and students work together on high-profile journalism projects that impact the community and give students valuable hands-on experience. These have included developing a mobile application and social media promotional campaign to help support regional tourism; an interactive, multimedia exhibit and grand reopening for the national African-American World War I memorial; a county-wide Buy Local campaign and conference event; and “West Virginia Uncovered,” a training project funded by the Ford, Benedum, and McCormick Foundations, in which faculty and students work with small rural newspapers to help them transition to the digital age.

Students also develop their professional skills and portfolios through internships at news organizations and advertising and public relations agencies, as well as in the communications departments of companies and non-profit organizations. School of Journalism students have interned at such organizations as ABC’s “Good Morning America,” the Associated Press, the White House, ESPN, GolinHarris International, MARC USA, U.S. Congress, NBC News, Pittsburgh Penguins, Fox News, USA Today, the White House, Walt Disney World, and Ketchum Inc., among others.

Journalism Organizations

Several organizations affiliated with the School of Journalism provide honor and recognition as well as fellowship and education. They are:

- Martin Hall Agency, a student-run professional advertising/integrated marketing communications agency
- Kappa Tau Alpha, a national scholastic honorary for students with exceptional academic records in journalism
- Public Relations Student Society of America, a national public relations professional organization
- The Society of Professional Journalists, a professional society for journalism majors
- Ed on Campus: All Things Magazine, a community of young magazine editors and aspiring editors who want to learn more about the industry
- Radio Television Digital News Association, the world’s largest organization exclusively serving the electronic news profession
- National Association of Black Journalists, an organization dedicated to strengthening ties among African-American journalists and promoting diversity in newsrooms

Admission to the School of Journalism

Students interested in majoring in one of the programs offered by the School of Journalism must first apply to West Virginia University and be accepted. To be eligible for direct admission into the School of Journalism, West Virginia residents must have at least a 2.5 unweighted high school GPA and either a 20 Composite ACT score or a 940 Combined Critical Reading and Math SAT score. Non-West Virginia residents must have at least a 2.5 unweighted high school GPA and either a 21 Composite ACT score or a 990 Combined Critical Reading and Math SAT score. Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.5 or higher may also qualify for direct admission into the School of Journalism irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in
and advised by WVU’s University College. Students will gain full admission into the School of Journalism upon successful completion of Journalism 215 and declaration of a major in JRL 215.

Priorities for Admission to Journalism 215 and Major Program Specific Courses

Journalism 215 is restricted to direct admit journalism students. Non-direct admit students with at least a 2.0 cumulative GPA may enroll in JRL 215 if space permits after direct admit students have received their registration priority. Major courses are restricted to School of Journalism majors, with priority given to those students pursuing that specific area of study.

Courses for Non-Majors
The following are open to all WVU students on a first-come, first-served basis:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 201</td>
<td>Advertising and Society</td>
<td>3</td>
</tr>
<tr>
<td>ADV 215</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>JRL 101</td>
<td>Media &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>PR 215</td>
<td>Introduction -Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>TVJ 215</td>
<td>Electronic Media &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>VJSJ 220</td>
<td>Introduction -Photojournalism</td>
<td>3</td>
</tr>
</tbody>
</table>

Those who attempt to enroll in other journalism-related courses but who lack the appropriate prerequisites or major will be removed from such classes.

The school offers several courses as a part of the University’s General Education Curriculum, including and TVJ 215 Electronic Media & Society.

Scholarships
In addition to financial aid from West Virginia University, the School of Journalism offers a number of scholarships each year to eligible students. Students with a 3.0 or better cumulative GPA may apply during the spring selection period. All students applying for scholarships must file a FAFSA form by March 1, even if they are not eligible for need-based aid. Awards are generally based on academic performance and/or financial need and are restricted to direct admit students and declared majors in the School of Journalism.

Choosing a Major
The School of Journalism offers two majors: journalism and strategic communications. Students in the journalism major choose one of three areas of emphasis: print journalism, television journalism, or visual journalism. Students in the strategic communications major choose one of two areas of emphasis: advertising or public relations. (Students who entered a major prior to Fall 2013 may be enrolled in the advertising or public relations majors rather than the strategic communications major.)

Direct admission students are admitted to the school upon admission to the University and declare their majors once they have successfully completed JRL 215. They still must meet the 2.0 GPA requirement for JRL 215 prior to enrolling in the course.

Accelerated Bachelor’s/Master’s Program
In Fall 2011, the School of Journalism launched its accelerated bachelor’s/master’s program, which will offer exceptional students (with at least a minimum 3.5 cumulative WVU GPA) an opportunity to earn both their bachelor’s and master’s degrees in a five-year period. Students should express an interest to the director of graduate studies during their sophomore year. Students will meet with the director of graduate studies during their sophomore and junior years and formally apply to the program near the end of their junior year. Graduate coursework will begin during the fourth year and continue through the following summer. During the fifth year, students will continue with their graduate coursework, which will culminate with a thesis or professional project that will be defended by the end of their fifth year. Admission is competitive.

Graduation Requirements
School of Journalism graduates earn a Bachelor of Science in Journalism (B.S.J.) degree that requires a minimum of 128 credit hours. Of the 128 credit hours required to graduate, School of Journalism students must take a minimum of eighty credit hours outside of the School of Journalism. At least sixty-five of the total credit hours taken outside of the School of Journalism must be liberal arts courses. Minimum credit hours to be taken within the School of Journalism are determined by specific programs.

Included in those 128 hours are a minimum thirty credit-hour major; a minimum fifteen-hour minor; thirty-four hours of non-journalism requirements; a forty-two-hour General Education Curriculum; and general electives to bring the total number of credit hours to at least 128. The School of Journalism recommends many General Education Curriculum courses and specifies many non-major requirement courses. Some courses are available only once a year; it is the student’s responsibility to arrange his/her schedule accordingly. Please note that while some classes can count in more than one category, students still need to complete at least 128 credit hours. Students will take most of their major courses during their junior and senior years.

The School of Journalism will accept no more than twelve journalism/journalism-related courses from community colleges. Students may not double major within the School of Journalism, but they can pursue a dual-degree program with another academic unit on campus. To earn a second
baccalaureate degree, students must complete at least 158 credit hours (thirty hours beyond the first bachelor’s degree). Students must have their academic plan approved by the assistant dean.

**Scholastic Requirements**

To be eligible for graduation, students must earn a minimum 2.0 cumulative grade point average; minor requirements are set by the college(s) where the minor is housed. Students also must earn a grade of C or better in all advertising, journalism, print journalism, public relations, strategic communications, television journalism, and visual journalism pre-requisite courses to advance. Students who do not will be administratively deleted from courses without notification. Students must earn a grade of C or better in all major courses that are counted toward their graduation requirements.

To help ensure timely progression toward a WVU degree, if a student earns D/F/W grades for two consecutive semesters in at least one major or major pre-requisite course, even if the student’s overall GPA is 2.0 or greater, he or she must meet with the Assistant and/or Associate Dean to assess progress toward graduation and the likelihood of success within his or her current major. If, after consultation with the student, it is deemed that the major is not the right academic program, the student will be referred to University College to explore other possible majors. If the student desires to continue within the School of Journalism against the respective Dean’s recommendations, a contract of academic progress will be developed to outline the parameters necessary for the student to continue SOJ studies. These parameters might include attending tutoring sessions as well as earning adequate grades the following semester to continue his or her academic progress. If the stipulations set forth in the contract are not satisfied, the student will be referred to University College to pursue an alternative major.

All students must see their respective advisors each semester to schedule classes and ensure they are progressing appropriately. In addition, during the semester prior to applying for graduation, students will complete a graduation audit with their advisor during the registration advising session.

**Academic Minors**

Students must complete an officially sanctioned minor outside the School of Journalism. However, students may pursue the sport communication minor, which is offered jointly by the School of Journalism and the College of Physical Activity and Sport Sciences. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor.

**Full-Time Load/Probation**

Students may not enroll for more than nineteen hours in a single term or thirteen hours in two summer sessions without permission from the assistant dean.

While on probation, a student is not permitted to take more than twelve hours of coursework in an academic term. Students enrolling in more than twelve hours will be notified by the school’s Advising Center to reduce their credit hour registration.

**Internship/Practicum Credit**

Students may choose any of the following options when taking an internship or practicum:

- Resume experience—no college credit or monetary compensation
- Experience—paid, but not for credit
- Experience—college credit plus monetary compensation
- Experience—college credit but no monetary compensation

Typically, students choose to do an internship/practicum for credit because the employer requires it or the student needs the elective journalism credit(s). Students who wish to do an internship/practicum for credit must see the School of Journalism’s director of student careers and opportunities to be signed into JRL 441 (3 credits, typically done in the summer) or JRL 442 (1–2 credits) and complete a contract. Students cannot receive credit retroactively, per school policy. One hundred hours on-the-job equals one credit hour.

**Job Placement**

The School of Journalism’s director of student careers and opportunities assists future graduates in finding desirable positions by acting as a placement clearinghouse for current students and alumni. School of Journalism faculty also advise and assist students in the preparation of resumes and portfolios. Representatives of newspapers, magazines, public relations, broadcasting, and advertising firms frequently request that School of Journalism faculty provide applicants for job openings and internships.

**Administration**

**Dean**

- Maryanne Reed - M.S. (Northwestern University)
- Professor
Associate Dean
• Diana Knott Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
  Associate Professor

Assistant Dean
• Oliver B. Street, III - M.A. (State University of New York at Stony Brook)

Faculty
Professor
• Maryanne Reed - M.S. (Northwestern University)
  Television journalism, Journalism history, Documentary

Associate Professors
• Joel Beeson - Ph.D. (Union College)
  Photojournalism, Multimedia, Visual communications
• Sang Lee - Ph.D. (Pennsylvania State University)
  Strategic Communications Major Chair. Advertising campaigns, Research, Integrated marketing communications
• Diana Knott Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
  Widmeyer Communications Professor in Public Relations. History, Strategic communications, Research methods
• John Temple - M.F.A. (University of Pittsburgh)
  Journalism Major Chair. News and feature writing and reporting, Immersion journalism

Assistant Professors
• Hongmin Ahn - Ph.D. (University of Texas at Austin)
  Advertising, Advertising Research
• Alison Bass - M.L.A. (Harvard University)
  Public affairs reporting, Multimedia bureau reporting
• Robert Britten - Ph.D. (University of Missouri-Columbia)
  News editorial, Infographics, Design
• Dana Coester - M.A. (University of Missouri-Columbia)
  Advertising design, Campaigns, Social media, Magazine journalism
• Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)
  Public relations writing, Strategic communications, Women and minorities in the media
• Lois Raimondo - M.A. (University of Missouri-Columbia)
  Shott Chair of Journalism. Photojournalism, Multimedia, Visual communications
• Steve Urbanski - Ph.D. (Duquesne University)
  Director of Graduate Studies. Ethics, Editing and design

Teaching Assistant Professors
• Emily Hughes Corio - M.S.J. (West Virginia University)
  Television journalism, Multimedia reporting
• Gina Martino Dahlia - M.S.J. (West Virginia University)
  Television journalism
• April Johnston - M.F.A. (Carlow University)
  News writing
• Elizabeth Oppe - Ph.D. (Ohio University)
  Public relations
• Tom Stewart - M.S.J. (West Virginia University)
  Public affairs reporting, Media ethics and law

Visiting Assistant Professor
• James Ebel - M.B.A. (Indiana University)
  Harrison/Omnicom Professor in Integrated Marketing Communications. Copy writing, Healthcare marketing communications

Lecturers
• Mary Kay McFarland - M.A. (University of Missouri-Missouri)
WVU Uncovered Coordinator. Multimedia journalism
• Kristen C. Wilkerson - Ph.D. (University of Texas at Austin)
  Curriculum Direct, IMC Master’s Degree and DMC Certificate Programs. IMC campaigns

Professors Emeriti
• Paul A. Atkins
• John H. Boyer
• Charles F. Cremer
• Robert M. Ours
• Guy H. Stewart
  Dean Emeritus
• William R. Summers Jr.
• Pamela D. Yagle

Advertising Minor

Minor Code - U058

Students in colleges and units outside of the School of Journalism may earn a minor in advertising during the school year and summer sessions by completing the following courses and meeting the requirements as stated below. The advertising minor is not available to any student enrolled in the P.I. Reed School of Journalism.

• To earn a minor in advertising, a student must earn a grade of C or better in each of the following courses. Students completing the entire minor online can expect to complete it in one year.
• Students who double-double minor in advertising and public relations may only take once and must replace the second offering with one of the School of Journalism’s 200-level or higher open-enrollment courses.
• Students who double-minor in sport communication and advertising or advertising and health promotion must also take PR 215.
• Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 can only be taken once and must be replaced with one of the School of Journalism’s online 200-level or higher open-enrollment courses.
• Students who triple-minor in advertising, public relations, and health promotion must complete all listed courses. However, JRL 101 can only be taken once and must be replaced with two of the School of Journalism’s online 200-level or higher open-enrollment courses.

A grade of C or higher must be earned in all minor courses

Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>ADV 201</td>
<td>Advertising and Society</td>
<td>3</td>
</tr>
<tr>
<td>or ADV 215</td>
<td>Principles of Advertising</td>
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</tr>
<tr>
<td>ADV 309</td>
<td>Advertising &amp; Creativity</td>
<td>3</td>
</tr>
<tr>
<td>ADV 409</td>
<td>Advertising Research &amp; Media</td>
<td>3</td>
</tr>
<tr>
<td>ADV 419</td>
<td>Advertising Strategies</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>15</strong></td>
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</tbody>
</table>

Health Promotion Minor

Minor Code - U099

Students in colleges and units outside of the School of Journalism may earn a minor in health promotion online during the school year and summer sessions by completing the following courses and meeting the requirements as stated below. The health promotion minor is not available to students in the School of Journalism, but students may take the requisite courses to gain experience in health communication. Student should consult their advisor for details.

A grade of C or higher must be earned in all minor courses

Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media &amp; Society (May be taken any term, in classroom, or online)</td>
<td>3</td>
</tr>
<tr>
<td>PR 215</td>
<td>Introduction -Public Relations (May be taken any term, in classroom, or online)</td>
<td>3</td>
</tr>
<tr>
<td>or ADV 215</td>
<td>Principles of Advertising</td>
<td></td>
</tr>
<tr>
<td>JRL 450</td>
<td>Writing for Health Promotion (Prerequisites: JRL 101, PR 215 or ADV 215; Offered online in fall and summer sessions.)</td>
<td>3</td>
</tr>
</tbody>
</table>
JRL 452  Applied Health Promotion (Prerequisites: JRL 101, PR 215 or ADV 215; Offered online in fall and summer sessions.)  3

JRL 454  Health Promotion Campaigns (Prerequisites: JRL 101, PR 215 or ADV 215; Offered online in spring and summer sessions.)  3

Total Hours  15

* To earn a minor in health promotion, a student must earn a grade of C or better in each of the five courses. Students completing the entire minor online can expect to complete it in one year.

** Students who double-minor in advertising and health promotion or public relations and health promotion may only take JRL 101, ADV 215, and PR 215 once and must replace the duplicated offering with one of the School of Journalism’s online 200-level or higher open-enrollment courses.

*** Students who triple-minor in advertising, public relations, and health promotion must complete all listed courses. However, JRL 101 Media & Society can be taken only once and must be replaced with two of the School of Journalism’s online 200-level or higher open-enrollment courses.

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**Media Entrepreneurship Minor**

*Minor Code - U119*

Blended Minor: College of Business and Economics/PI Reed School of Journalism

The Media Entrepreneurship Center is intended to build on the existing College of Business and Economics Entrepreneurship Minor to support emerging industry trends in journalism/news media entrepreneurial development. Through specialized support offered by the SOJ as an adjunct to the existing minor, students will be actively involved in innovation and audience building and social media, content monetization, technology trends in media, new media marketing, and mobile opportunities.

A grade of C or higher must be earned in all minor courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSA 202</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 310</td>
<td>Survey of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 335</td>
<td>Small Business Entrepreneurhip</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 415</td>
<td>Entrepreneurship in Action</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 435</td>
<td>New Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>JRL 458</td>
<td>Interactive Media/Audnc Build</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 18

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**Public Relations Minor**

*Minor Code - U070*

Students in colleges and units outside of the School of Journalism may earn a minor in public relations during the school year and summer sessions by completing the following courses and meeting the requirements as stated below. The public relations minor is not available to any student enrolled in the P.I. Reed School of Journalism.

A grade of C or higher must be earned in all minor courses

**Requirements**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media &amp; Society (May be taken any term, in classroom, or online)</td>
<td>3</td>
</tr>
<tr>
<td>PR 215</td>
<td>Introduction/Public Relations (May be taken any term, in classroom, or online)</td>
<td>3</td>
</tr>
<tr>
<td>PR 301</td>
<td>Writing for Public Relations (Prerequisites: JRL 101, PR 215; Offered online in fall and summer sessions.)</td>
<td>3</td>
</tr>
<tr>
<td>PR 401</td>
<td>Applied Public Relations (Prerequisites: JRL 101, PR 215; Offered online in fall and summer sessions.)</td>
<td>3</td>
</tr>
<tr>
<td>PR 410</td>
<td>IMC for Public Relations (Prerequisites: JRL 101, PR 215; Offered online in spring and summer sessions.)</td>
<td>3</td>
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</table>

Total Hours 15

* To earn a minor in public relations, a student must earn a grade of C or better in each of the five courses. Students completing the entire minor online can expect to complete it in one year.

** Students who double-minor in advertising and public relations may only take JRL 101 once and must replace the second offering with one of the School of Journalism’s online 200-level or higher open-enrollment courses. Students who double-minor in sport communication and public relations must also take either ADV 215 Principles of Advertising or ADV 201 Advertising and Society, as well as one of the School of Journalism’s online 200-level or higher open-enrollment courses in place of PR 410. Students who double-minor in public relations and health promotion must complete ADV 215.
Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 can be taken only once and must be replaced with one of the School of Journalism’s online 200-level or higher open-enrollment courses. Students who triple-minor in advertising, public relations, and health promotion must complete all listed courses. However, JRL 101 can be taken only once and must be replaced with two of the School of Journalism’s online 200-level or higher open-enrollment courses.

## Sports Communication Minor
### Minor Code - U088

The sport communication minor requires eighteen hours—nine of which are offered by the WVU College of Physical Activity and Sport Sciences and nine of which are offered by the School of Journalism. This blended minor includes both on-campus and online courses.

A grade of C or higher must be earned in all minor courses.

### Requirements

#### One of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 201</td>
<td>Advertising and Society</td>
<td>3</td>
</tr>
<tr>
<td>ADV 215</td>
<td>Principles of Advertising</td>
<td></td>
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<tr>
<td>PR 215</td>
<td>Introduction -Public Relations</td>
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#### Required:

<table>
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<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JRL 361</td>
<td>Media Relations In Sport (Prerequisites: ADV 201, ADV 215 or PR 215; Offered online in fall or summer sessions.)</td>
<td>3</td>
</tr>
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#### One of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>JRL 412</td>
<td>Sport Journalism</td>
<td>3</td>
</tr>
<tr>
<td>PR 412</td>
<td>IMC for Sport</td>
<td></td>
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</table>

#### Required: offered by the College of Physical Activity and Sports Sciences

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEP 271</td>
<td>Sport in American Society</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Two of the following offered by the College of Physical Activity and Sports Sciences:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM 426</td>
<td>Liability in Sport</td>
<td></td>
</tr>
<tr>
<td>SM 485</td>
<td>Sport Management</td>
<td></td>
</tr>
<tr>
<td>SM 486</td>
<td>Sport Marketing</td>
<td></td>
</tr>
</tbody>
</table>

#### Total Hours

18

* To earn a minor in sport communication, a student must earn a grade of C or better in each course.
** Students who double-minor in sport communication and advertising must also take PR 215 Introduction -Public Relations. Students who double-minor in sport communication and public relations must also take either ADV 215 Principles of Advertising or ADV 201 Advertising and Society as well one of the School of Journalism’s online 200-level or higher open-enrollment courses in place of PR 410.
*** Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 Media & Society can be taken only once and must be replaced with one of the School of Journalism’s online 200-level or higher open-enrollment courses.
**** School of Journalism majors who wish to minor in sport communication must complete the same SOJ courses as noted for the minor (nine credits total), as well as all twelve credits from College of Physical Activity and Sport Sciences: SEP 271 Sport in American Society, SM 426 Liability in Sport, SM 485 Sport Management, and SM 486 Sport Marketing.