Strategic Communications

Strategic Communications

(As of Fall 2013, Public Relations and Advertising are two Areas of Emphasis within the School’s new Strategic Communications major.)

The Strategic Communications major teaches students how to develop and produce persuasive and educational messages and integrated communications campaigns that employ both public relations and advertising tactics. Students in this major select an area of emphasis (AOE) in either Advertising or Public Relations to complement their integrated strategic communications coursework.

Students build skills in writing, research, graphic design, event planning, direct marketing, media planning, and campaign development and management. Students plan and produce promotional and educational campaigns and materials for actual clients, which include non-profits, businesses and special projects, gaining real-world experience that can lead to careers in advertising and public relations agencies, corporations, nonprofits, government, education, entertainment, sports, health care, and other public-sector fields.

The School boasts an active faculty-advvised and student-run integrated communications agency, Martin-Hall Agency (http://journalism.wvu.edu/student-resources/clubs-organizations), and an active, award-winning Public Relations Student Society of America chapter. These organizations offer students professional networking opportunities and application of advertising and public relations knowledge into campaign experience. Members participate in the national American Advertising Federation Competition and national Bateman campaign competition, among others.

ADVERTISING AREA OF EMPHASIS

Students who select the Advertising AOE within the Strategic Communications major obtain a solid foundation in creative copywriting and design, media planning, audience insights and analysis, and campaigns. Additional courses in interactive marketing, strategic social media, and account management are available to round out students’ individual interests. They go on to work at advertising and marketing agencies, in media advertising sales, within corporate communications offices, as media planners, or as consultants and business owners. The advertising curriculum affords a solid foundation for law or other specialized graduate programs.

PUBLIC RELATIONS AREA OF EMPHASIS

Students who select the Public Relations AOE within the Strategic Communications major take courses in strategic writing and social media, media design, audience research and analysis, and campaigns. Other courses that apply to the major include web development, fundraising and foundation management, integrated marketing communications for sports, and blogging and interactive journalism. Students go on to work at communications agencies, in government, health care organizations, nonprofits, corporate communications, and politics. Those students who wish to go on to graduate school have a solid grounding in writing, research, analysis, and communications.

FACULTY

CHAIR

• Sang Lee - Ph.D. (Pennsylvania State University)
  Associate Professor, Advertising

ASSOCIATE PROFESSOR

• Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
  Widmeyer Professor in Public Relations

ASSISTANT PROFESSORS

• Hongmin Ahn - Ph.D. (University of Texas at Austin)
  Advertising
• Dana Coester - M.A. (University of Missouri-Columbia)
  Advertising
• Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)
  Public Relations
• Geah Pressgrove - Ph.D. (University of South Carolina)
  Public Relations
• Changmin Yan - Ph.D. (Pennsylvania State University)
  Public Relations
TEACHING ASSISTANT PROFESSOR

- Elizabeth Oppe - Ph.D. (Ohio University)
  Public Relations

GENERAL EDUCATION CURRICULUM

Please use this link to view a list of courses that meet each GEC requirement. (http://registrar.wvu.edu/current_students/general_education_curriculum)

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

General Education Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101</td>
<td>Composition And Rhetoric</td>
<td>3-6</td>
</tr>
<tr>
<td>&amp; ENGL 102</td>
<td>and Composition And Rhetoric</td>
<td></td>
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<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
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</tr>
<tr>
<td>GEC 2A</td>
<td>Mathematics</td>
<td>3-4</td>
</tr>
<tr>
<td>GEC 2B</td>
<td>Natural and Physical Science</td>
<td>7-8</td>
</tr>
<tr>
<td>GEC 2C</td>
<td>Additional GEC 2A, B or C</td>
<td>3</td>
</tr>
<tr>
<td>GEC 3</td>
<td>The Past and Its Traditions</td>
<td>3</td>
</tr>
<tr>
<td>GEC 4</td>
<td>Issues of Contemporary Society</td>
<td>3</td>
</tr>
<tr>
<td>GEC 5</td>
<td>Artistic Expression</td>
<td>3</td>
</tr>
<tr>
<td>GEC 6</td>
<td>The Individual in Society</td>
<td>3</td>
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<tr>
<td>GEC 6F</td>
<td>First Year Seminar</td>
<td>1-3</td>
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<tr>
<td>GEC 7</td>
<td>American Culture</td>
<td>3</td>
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<tr>
<td>GEC 8</td>
<td>Western Culture</td>
<td>3</td>
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<tr>
<td>GEC 9</td>
<td>Non-Western Culture</td>
<td>3</td>
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</tbody>
</table>

Total Hours: 38-45

Degree Requirements

General Education Requirements: 38-45

Non-Journalism Requirements: 28

For all students in the major, required non-major courses include:

- BUSA 201 Survey of Economics
- BUSA 330 Survey of Marketing
- HIST 153 Making Modern America: 1865-Prsnt
- POLS 102 Intro American Government
- STAT 111 Understanding Statistics
- ULIB 101 Intro to Library Research

English literature or Creative Writing course (3 credits)

Two semesters of any foreign language/computer coding course or one language/coding course + study abroad (6 credits)

Select one of the following:

- PSYC 101 Introduction to Psychology
- SOCA 101 Introduction to Sociology
- SOCA 105 Introduction to Anthropology

Strategic Communications Core: 24

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

- JRL 101 Media & Society
- JRL 215 Media Writing
- JRL 225 Media Tools & Applications
- JRL 428 Media Ethics and Law
- STCM 215 Intro to Strat Communications
- STCM 315 Strategic AD/PR Writing
- STCM 421 AD and PR Research
STCM 459  Strategic Comm/PR Cmpgns - CAP

Required Area of Emphasis  
Select one of the following Areas of Emphasis (details below):
- Public Relations (PR)
- Advertising (ADV)

Required Minor  
15-18

General Electives  
6

Total Hours  
120-130

- Students must complete an officially sanctioned minor outside the College of Media. However, students may pursue the Sport Communication minor, which is offered jointly by the College of Media and the College of Physical Activity and Sport Sciences or the Interactive Media and Design minor, which is offered jointly by the College of Media and the College of Creative Arts. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor.

- Credits vary - used to reach a minimum of 120 credit hours.
  College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/mass communications courses.

Advertising (ADV) Area of Emphasis

Students learn how to develop and produce persuasive messages and advertising campaigns. Students build skills in writing, research, graphic design, direct marketing, 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.

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

Choose three 400-level classes from the following:  

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 401</td>
<td>Creative 1 - CAP</td>
</tr>
<tr>
<td>ADV 403</td>
<td>Media Planning/Strategy</td>
</tr>
<tr>
<td>ADV 451</td>
<td>Interactive Marketing Commctns</td>
</tr>
<tr>
<td>ADV 455</td>
<td>Creative 2</td>
</tr>
<tr>
<td>STCM 439</td>
<td>Strategic Social Media</td>
</tr>
<tr>
<td>STCM 452</td>
<td>Strategic Comm Strategy/Mang</td>
</tr>
</tbody>
</table>

Total Hours  
9

Public Relations (PR) Area of Emphasis

Students learn how to create media campaigns and plan events for nonprofit organizations and private firms and businesses. Public relations students develop strategic communication plans, 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.

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

Select one of the following:  

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 319</td>
<td>Editing &amp; Curation</td>
</tr>
<tr>
<td>PR 319</td>
<td>Creative Design &amp; Strategy</td>
</tr>
<tr>
<td>PR 333</td>
<td>Web Development</td>
</tr>
</tbody>
</table>

Any two 400-level JRL, PR, or STCM classes

Total Hours  
6

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

First Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>ENGL 101</td>
<td>3</td>
<td>ENGL literature or Creative Writing course</td>
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<tr>
<td></td>
<td>JRL 101*</td>
<td>3</td>
<td>JRL 215</td>
<td>3</td>
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<td></td>
<td>STCM 215</td>
<td>3</td>
<td>GEC 2A</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Language</td>
<td>3</td>
<td>Same language</td>
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<td></td>
<td>ULIB 101</td>
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<td>Select one of the following:</td>
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<td></td>
<td>Select one of the following:</td>
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<td>PSYC 101</td>
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Suggested Plan of Study for Public Relations (PR) Area of Emphasis

First Year
Fall
ENGL 101
JRL 101 [* Also satisfies GEC Objective 8 or 9]
STCM 215
Language
ULIB 101
Select one of the following:
JRL 115 (preferred)
WVUE 191

Hours Spring
3 ENGL literature or Creative Writing course
3 JRL 215
3 GEC 2A
3 Same language
1 Select one of the following:
1 PSYC 101
SOCA 101
SOCA 105

14 15

Second Year
Fall
GEC 2B
GEC Objective (Select from objectives 3, 4, 5, 6, 7, 8, or 9)
ENGL 102
BUS 201
JRL 225

Hours Spring
4 GEC 2B
3 GEC Objective (Select from objectives 3, 4, 5, 6, 7, 8, or 9)
3 HIST 153
3 BUSA 330
3 Select one of the following:
3 JRL 319
PR 319
PR 333

16 15
### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tr>
<td>GEC 2A/2B/2C</td>
<td>3</td>
<td>STAT 111</td>
<td>3</td>
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<td>GEC Objective (Select from objectives 3,</td>
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<td>POLS 102</td>
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<td>GEC Objective (Select from objectives 3,</td>
<td>3</td>
<td>GEC Objective (Select from objectives</td>
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<tr>
<td>4, 5, 6, 7, 8, or 9)</td>
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<td>3, 4, 5, 6, 7, 8, or 9)</td>
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<tr>
<td>STCM 315</td>
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<td>400-level AOE course</td>
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<tr>
<td>Minor course</td>
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<td>15</td>
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### Fourth Year

<table>
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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>STCM 421</td>
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<td>STCM 459</td>
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<tr>
<td>400-level AOE course</td>
<td>3</td>
<td>JRL 428</td>
<td>3</td>
</tr>
<tr>
<td>GEC Objective (Select from objectives 3,</td>
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<tr>
<td>4, 5, 6, 7, 8, or 9)</td>
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<td>Minor courses</td>
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<td>Elective courses</td>
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<tr>
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<td>15</td>
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Total credit hours: 120

### ADVERTISING COURSES

**ADV 201. Advertising and Society. 3 Hours.**
As a social institution, advertising plays a critical role in our daily lives. This course examines the social, economic, and legal aspects of advertising.

**ADV 215. Principles of Advertising. 3 Hours.**
(Open to all University students.) An introduction to all sides of the advertising field and to the process, quantitative, strategic and aesthetic, by which the sales message is planned, produced and delivered. This is the first advertising course for advertising majors and must be taken as a pre-requisite for other courses in the sequence.

**ADV 293A-Z. Special Topics. 1-6 Hours.**
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

**ADV 298A-Z. Honors. 1-3 Hours.**
PR: Students in Honors Program and consent by the honors director. Independent reading, study, or research.

**ADV 309. Advertising & Creativity. 3 Hours.**
PR: (ADV 201 or ADV 215) JRL 101. (Advertising minors only.) Examines advertising copy and design concepts. Students develop their own advertisements and learn to critically analyze existing ad campaigns.

**ADV 315. Advertising Copywriting. 3 Hours.**
PR: ADV 215 and admission to School of Journalism. Writing advertising copy and designing effective layouts. Elements of effective advertising: creating strategies, building campaigns, writing and rewriting, and preparing roughs and comps. Developing a portfolio. Emphasis on print advertising. (Should be taken in combination with ADV 403.).

**ADV 393A-Z. Special Topics. 1-6 Hours.**
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

**ADV 401. Creative 1 - CAP. 3 Hours.**
PR: STCM 215 and STCM 315. Principles and practices of advertising creativity. Focuses on creative ideation process and includes advertising graphics, copy preparation and layout, evaluation and select of media.

**ADV 403. Media Planning/Strategy. 3 Hours.**
PR: STCM 215. Theory, evaluation and selection of advertising media for a variety of market situations. Market analysis, media characteristics, sources of media data, and development of a media plan.

**ADV 409. Advertising Research & Media. 3 Hours.**
PR: (ADV 201 or ADV 215) JRL 101. (Advertising minors only.) Introduces the selection and evaluation of different media used in advertising campaigns. Students learn to analyze and select audiences, compare media, and conduct media research.

**ADV 410. Graphic Design. 3 Hours.**
PR: ADV 215. Design layout for print media. Includes buying, supervising, and scheduling of art, typography, and print material. (2 hr. lec, 2 hr. lab.).

**ADV 419. Advertising Strategies. 3 Hours.**
PR: ADV 201 or ADV 215 and JRL 101. (Advertising minors only.) Introduces students to the concept of branding. Students learn how to use advertising to help create powerful brand loyalty by analyzing case studies of successful and unsuccessful branding attempts.

**ADV 421. Advertising Research. 3 Hours.**
PR: ADV 315 and ADV 403. A broad study of scientific and critical research methods; relevant sources of historical data gathering, relationship, and audience analysis; evaluation of marketing and public opinion research.
ADV 450. Audience Psychology/Behavior. 3 Hours.
PR: STCM 315. This course introduces students to the audience psychology and behaviors that influence advertising and PR strategies and campaigns.

ADV 451. Interactive Marketing Commcns. 3 Hours.
PR: STCM 215 and STCM 315. An examination of the concepts, strategies and applications involved in direct marketing. Measurability, accountability, lists, data and the integration of direct marketing program into total marketing efforts are discussed.

ADV 455. Creative 2. 3 Hours.
PR: STCM 215 and STCM 315 and VISJ 210, and ADV 401. This course builds on the strategic and creative processes for strategic communication introduced in Creative 1, including design for print, digital broadcast mobile and other media.

ADV 459. Campaigns Capstone. 3 Hours.
PR: ADV 315 and ADV 403 and JRL 421 and senior standing. The capstone course in the undergraduate advertising curriculum. The course is designed to give students the opportunity to integrate all prior learning and apply it to the development of an advertising campaign for a real-world client. The actual output of the course will be a written plans book and a formal campaign presentation. (Should be taken the final semester before graduation.).

ADV 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant. (Course will be graded pass/fail.).

ADV 491. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hrs.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development. (Course will be graded pass/fail.).

ADV 492A-Z. Directed Study. 1-3 Hours.
Directed study, reading, and/or research.

ADV 493A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ADV 494A-Z. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

ADV 495. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

ADV 496. Senior Thesis. 1-3 Hours.
PR: Consent.

ADV 497. Research. 1-6 Hours.
Independent research projects.

ADV 498A-Z. Honors. 1-3 Hours.
PR: Students in honors program and consent by the honors director. Independent reading, study, or research.

PUBLIC RELATIONS COURSES

PR 215. Introduction -Public Relations. 3 Hours.
Introduces the principles of public relations. Examines the definition and historical development, opportunities and challenges, and techniques and management of public relations.

PR 301. Writing for Public Relations. 3 Hours.
PR: JRL 101 and PR 215 and Public Relations Minor Candidate. Provides an introduction to writing for a wide range of public relations purposes. Students improve writing skills as they become prepared to effectively communicate with various audiences in multiple formats.

PR 319. Creative Design & Strategy. 3 Hours.
PR: STCM 215. Editing and production techniques for public relations media (brochures, reports, newsletters, etc.,) including copy preparation, typography, graphic design, layout and desktop publishing.

PR 324. Public Relations Writing/Applicn. 3 Hours.
PR: PR 319 or JRL 319. Writing, design, graphics, and desktop publishing as major tools of public relations practitioners and planners.

PR 333. Web Development. 3 Hours.

PR 401. Applied Public Relations. 3 Hours.
PR: JRL 101 and PR 215 and Public Relations Minor Candidate. Covers in-depth case studies of public relations programs. Primary emphasis is placed on successful campaigns; however, unsuccessful efforts are also examined for causes of failure.

PR 410. IMC for Public Relations. 3 Hours.
PR: JRL 101 and PR 215. Describes the essential role of public relations in integrated marketing communication. Examines successful IMC campaigns and "the campaign mindset" as it applies to employee relations, government affairs, reputation management, corporate social responsibility, and more.
PR 412. IMC for Sport. 3 Hours.
PR: ADV 201 or ADV 215 or PR 215. Describes the essential role of public relations in integrated marketing communication using sport-specific examples to examine the attributes of successful IMC campaigns and "the campaign mindset" as it applies to sport promotion and communications.

PR 431. Promotion-Entertainment Media. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This online course offers an exploration of the foundations of entertainment promotion and the various opportunities and channels available.

PR 432. Entertainment Media Branding. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This course offers an examination of the issues facing entertainment brands with case studies that illuminate both successful and unsuccessful instances of entertainment branding.

PR 433. Entertainment Media Campaigns. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This course offers the opportunity to apply accumulated knowledge to various real-world entertainment promotional campaigns via case studies.

PR 436. Event Planning. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This course offers an exploration of the foundations of event planning including an examination of the uses and purposes of events to clients.

PR 437. Event Promotion. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This course offers an examination of the issues facing events and the promotional tactics used to ensure they are successful.

PR 438. Event Execution. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215). This course offers an application of knowledge of how events operate and an examination of what tactics can lead to success.

PR 458. Health Public Relations. 3 Hours.
PR: PR 422 or consent. In-depth research, study, and development of active PR campaigns in the healthcare field. Students serve as the PR agency for a healthcare-related organization.

PR 459. PR Campaigns-Capstone. 3 Hours.
PR: PR 422 or consent. Capstone seminar designed to give students the opportunity to integrate prior to learning in developing a PR campaign for an actual client.

PR 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant. (Course will be graded on a pass/fail basis.).

PR 491. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development. (Course will be graded on a pass/fail basis.).

PR 493A-Z. Special Topics. 1-3 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

PR 494A-Z. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

PR 495. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

PR 496. Senior Thesis. 1-3 Hours.
PR: Consent. (Course will be graded on a pass/fail basis.).

PR 498A-Z. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

STRATEGIC COMMUNICATION COURSES

STCM 215. Intro to Strat Communications. 3 Hours.
PR: JRL 101 and JRL 215. This introductory course in strategic communications provides a broad overview of professional advertising and public relations practices and their role in society. (Also listed as ADV 215 and PR 215.).

STCM 315. Strategic AD/PR Writing. 3 Hours.
PR: STCM 215. This class provides exposure to the kinds of writing required in advertising and public relations careers. (Also listed as ADV 315 and PR 324.).

STCM 421. AD and PR Research. 3 Hours.
This course focuses on in-depth examination of the multi-faceted world of advertising and public relations research, and the array of complex tools used to produce meaningful results. (Also listed as ADV 421, PR 422, and STCM 521.).
STCM 439. Strategic Social Media. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 201 or ADV 215). This online majors only, course is an accelerated examination of the social media landscape with a focus on crafting messages and successful case studies.

STCM 452. Strategic Comm Strategy/Mang. 3 Hours.
PR: JRL 101 and JRL 215 and STCM 215. This course covers strategic communications from a client’s perspective and includes campaign planning and management of various marketing communication agencies.

STCM 459. Strategic Comm/PR Cmpgns - CAP. 3 Hours.
PR: STCM 315 and STCM 421. This capstone course synthesizes knowledge from all prior major courses and applies it to the development of a Strategic Communications campaign in a real world environment. (Also listed as ADV 459, PR 459 and STCM 559).

STCM 493A-Z. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.