

Advertising and Public Relations

Degree Offered

- Associate of Arts

Nature of Program

The advertising and public relations 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 gain real-world experience in writing, research, and graphic design through coursework that allows them to plan and produce promotional and educational campaigns and materials for actual clients including *The Pasquino*, WKYW-LP Mountain Streams Radio (<http://www.potomacstatecollege.edu/news/2016/april/radio-station.html>), nonprofits, small communities and College projects. Summer internships are also available.

Career Opportunities

Four-year graduates are prepared to pursue careers in advertising and marketing agencies, public relations agencies, corporations, nonprofits, government, education, entertainment, sports, healthcare, and other public-sector fields, or as consultants or business owners.

Some pursue graduate degrees in law or other specialized graduate programs. Those students who wish to go on to graduate school have a solid grounding in writing, research, analysis, and communications.

Admission Requirements

Entering freshmen are admitted directly into the major.

Benchmark Expectations

Students must maintain a GPA of 2.0 overall and a C- or higher in all required JRL and STCM courses for graduation. All majors must meet with their adviser every semester. Students who do not meet these benchmarks may be removed from their major.

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.

General Education Foundations

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 Skills		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.

Curriculum Requirements

GEF Requirements (2, 3, 5 and 6)		13
JRL 191	First-Year Seminar	2

ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research (GEF 1)	6
BUSA 201	Survey of Economics	3
BUSA 330	Survey of Marketing	3
HIST 153	Making of Modern America: 1865 to the Present	3
English literature or Creative Writing course		3
Two semesters of foreign language		6
Select one of the following:		3
PSYC 101	Introduction to Psychology	
SOCA 101	Introduction to Sociology	
SOCA 105	Introduction to Anthropology	
A grade of C- or higher must be earned in the following courses:		
JRL 101	Media and Society (GEF 4)	3
JRL 215	Media Writing	3
JRL 225	Media Tools & Applications	3
STCM 215	Introduction to Strategic Communications	3
STCM 315	Strategic Advertising and Public Relations Writing	3
Elective		3
Total Hours		60

Suggested Plan of Study

First Year

Fall	Hours Spring	Hours
STCM 215	3 JRL 215	3
JRL 101 (GEF 4)	3 English literature or Creative Writing course	3
ENGL 101 (GEF 1)	3 GEF 3	3
JRL 191	2 Select one of the following:	3
Foreign Language	3 PSYC 101	
	SOCA 101	
	SOCA 105	
	Foreign Language	3
	14	15

Second Year

Fall	Hours Spring	Hours
JRL 225	3 STCM 315	3
ENGL 102 (GEF 1)	3 BUSA 330	3
BUSA 201	3 HIST 153	3
GEF 2	4 GEF 6	3
GEF 5	3 Elective	3
	16	15

Total credit hours: 60

Major Learning Outcomes

ADVERTISING AND PUBLIC RELATIONS

Upon successful completion of the AA in Journalism, **Advertising and Public Relations** majors will be able to:

1. Demonstrate professional communications knowledge, skills and judgment.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
4. Understand concepts and apply theories in the use and presentation of images and information.
5. Think critically, creatively and independently.

6. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
7. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
8. Apply tools and technologies appropriate for the communications professions in which they work.