Advertising and Public Relations

Degree Offered
- Bachelor of Science in Journalism

Nature of the 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 strategies and tactics. Students in this major select an area of emphasis (AOE) in either advertising or public relations to complement their integrated communications coursework. Both majors require advanced skills in writing and oral communication.

Students build skills in writing, research, strategy, design, social media, and campaign development and management. They may further their expertise through such courses as crisis communications, agency experience, event planning, video storytelling, media planning, community branding, and study abroad experiences. Students plan and produce promotional and educational campaigns and materials for actual clients, which include nonprofit and small community and University projects, gaining real-world experience that can lead to careers in advertising and public relations agencies, corporations, nonprofits, government, education, entertainment, sports, healthcare, and other public-sector fields.

The College boasts a faculty-advised and student-run integrated communications agency called Martin-Hall Agency (https://reedcollegeofmedia.wvu.edu/student-resources/clubs-organizations/martin-hall-agency), Ed on Campus (All Things Magazine), the Association of Women in Sports Media and an 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.

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 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 advertising and public relations major take courses in strategic writing and social media, design, audience research and analysis, and campaigns. Other courses that apply to the major include special event planning, crisis communications, multi- and interactive media, integrated marketing communications for sports, and planning and management. Students go on to work at communications agencies, in government, health care organizations, nonprofits, corporations, and politics. Those students who wish to go on to graduate school have a solid grounding in writing, research, analysis, and communications.

FACULTY

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

PROGRAM CHAIR
- Geah Pressgrove - Ph.D. (University of South Carolina)
  Associate Professor: Public Relations, Advocacy, Strategic Communications

ASSOCIATE PROFESSORS
- Dana Coester - M.A. (University of Missouri-Columbia)
  Media Innovation Center, Creative Director
- Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)
  Public Relations, Community Branding, Strategic Communications
- Sang Lee - Ph.D. (Pennsylvania State University)
  Advertising, Strategic Communications

ASSISTANT PROFESSORS
- Julia Fraustino - Ph.D. (University of Maryland)
  Public Interest Communications, Public Relations, Strategic Communications
• Jennifer Harker - Ph.D. (University of North Carolina at Chapel Hill)  
  Public Relations and Sports Communication

**TEACHING ASSOCIATE PROFESSOR**

• Elizabeth Oppe - Ph.D. (Ohio University)  
  Public Relations and Service Learning

**TEACHING ASSISTANT PROFESSOR**

• Catherine Mezera - M.S.J. (West Virginia University)  
  Advertising and Strategic Communications

**VISITING ASSISTANT PROFESSOR**

• Jasper Fessman - Ph.D. (University of Florida)  
  Public Interest Communications, Public Relations, Strategic Communications

**SENIOR LECTURER**

• David Howell - B.A. (Purdue University)  
  Advertising

### General Education Foundations

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course(s)</th>
<th>Hours</th>
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<tbody>
<tr>
<td>F1 - Composition &amp; Rhetoric</td>
<td>ENGL 101 &amp; ENGL 102 or ENGL 103</td>
<td>3-6</td>
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<tr>
<td></td>
<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research</td>
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</tr>
<tr>
<td></td>
<td>Accelerated Academic Writing</td>
<td></td>
</tr>
<tr>
<td>F2A/F2B - Science &amp; Technology</td>
<td></td>
<td>4-6</td>
</tr>
<tr>
<td>F3 - Math &amp; Quantitative Reasoning</td>
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<td>3-4</td>
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<tr>
<td>F4 - Society &amp; Connections</td>
<td></td>
<td>3</td>
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<tr>
<td>F5 - Human Inquiry &amp; the Past</td>
<td></td>
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<tr>
<td>F6 - The Arts &amp; Creativity</td>
<td></td>
<td>3</td>
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<tr>
<td>F7 - Global Studies &amp; Diversity</td>
<td></td>
<td>3</td>
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<tr>
<td>F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)</td>
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<td>9</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>31-37</strong></td>
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</table>

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course(s)</th>
<th>Hours</th>
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<tbody>
<tr>
<td>JRL 191</td>
<td>First-Year Seminar</td>
<td>2</td>
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<tr>
<td><strong>General Education Requirements</strong></td>
<td></td>
<td>22</td>
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<tr>
<td>GEF 1, 2, 3, 5, 6, and 7</td>
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<td></td>
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<tr>
<td><strong>Non-Journalism/Media Requirements</strong>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For all students in the major, required non-major courses include</td>
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<tr>
<td>ECON 200</td>
<td>Survey of Economics</td>
<td>3</td>
</tr>
<tr>
<td>BCOR 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>HIST 153</td>
<td>Making of Modern America: 1865 to the Present</td>
<td>3</td>
</tr>
<tr>
<td>POLS 102</td>
<td>Introduction to American Government</td>
<td>3</td>
</tr>
<tr>
<td>STAT 111</td>
<td>Understanding Statistics</td>
<td>3</td>
</tr>
<tr>
<td>English literature or Creative Writing course</td>
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<td>3</td>
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<tr>
<td>Two semesters of any foreign language/computer coding course or one language/coding course + study abroad</td>
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### Media College Core

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media and Society (may fulfill GEF 4)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 215</td>
<td>Media Writing (fulfills Writing and Communication Skills requirement)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 225</td>
<td>Media Tools &amp; Applications</td>
<td>3</td>
</tr>
<tr>
<td>JRL 328</td>
<td>Media Law and Ethics</td>
<td>3</td>
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### Advertising and Public Relations Major Core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCM 215</td>
<td>Introduction to Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>STCM 421</td>
<td>Advertising &amp; PR Audience Insights &amp; Analysis</td>
<td>3</td>
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Select one of the following capstone courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>STCM 457</td>
<td>Martin Hall Agency Experience</td>
</tr>
<tr>
<td>STCM 459</td>
<td>Strategic Communication Campaigns for Public Relations and Advertising</td>
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</tbody>
</table>

### Required Area of Emphasis (12 credits)

Select one of the following Areas of Emphasis (details below):

- Advertising (ADV)
- Public Relations (PR)

### Required Minor

15 credits

### General Electives

21 credits

### Total Hours

120

### English Literature or Creative Writing Courses

#### English Literature

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>ENGL 131</td>
<td>Poetry and Drama</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 132</td>
<td>Short Story and Novel</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 139</td>
<td>Contemporary African Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 154</td>
<td>African American Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 156</td>
<td>Literature of Native America</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 225</td>
<td>Western World Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 226</td>
<td>Non-Western World Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 232</td>
<td>Poetry</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 233</td>
<td>The Short Story</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 234</td>
<td>Drama</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 235</td>
<td>Novel</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 236</td>
<td>The Bible as Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 241</td>
<td>American Literature 1</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 242</td>
<td>American Literature 2</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 251</td>
<td>American Folklore and Culture</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 252</td>
<td>Appalachian Fiction</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 253</td>
<td>Southern Writers</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 254</td>
<td>African American Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 257</td>
<td>Science Fiction and Fantasy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 258</td>
<td>Popular American Culture</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 261</td>
<td>British Literature 1</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 262</td>
<td>British Literature 2</td>
<td>3</td>
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<tr>
<td>ENGL 263</td>
<td>Shakespeare 1</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 272</td>
<td>Modern Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 273</td>
<td>Contemporary Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 285</td>
<td>Images of Women in Literature</td>
<td>3</td>
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</tbody>
</table>

#### Creative Writing
**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 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. Some minors require 18 hours of coursework instead of 15 hours.**

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

**College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/mass communications courses. Non-Journalism/Media Requirements cannot be used to also fulfill General Education Foundation (GEF) requirements.**

### First Year

<table>
<thead>
<tr>
<th></th>
<th>Fall Hours</th>
<th>Spring Hours</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
<td>JRL 215</td>
<td>3</td>
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<tr>
<td>JRL 101 (GEF 4)</td>
<td>3</td>
<td>JRL 225</td>
<td>3</td>
</tr>
<tr>
<td>JRL 191</td>
<td>2</td>
<td>Language Course</td>
<td>3</td>
</tr>
<tr>
<td>STCM 215</td>
<td>3</td>
<td>GEF 2B</td>
<td>4</td>
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<td>Language Course</td>
<td>3</td>
<td>Select one of the following:</td>
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<tr>
<td></td>
<td></td>
<td>PSYC 101</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>SOCA 101</td>
<td></td>
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<tr>
<td></td>
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<td>SOCA 105</td>
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### Second Year

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<th>Fall Hours</th>
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<tbody>
<tr>
<td>Select one of the following according to AOE:</td>
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<td>JRL 328</td>
<td>3</td>
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<tr>
<td>ADV 315</td>
<td></td>
<td>ENGL 102</td>
<td>3</td>
</tr>
<tr>
<td>PR 324</td>
<td></td>
<td>STAT 111</td>
<td>3</td>
</tr>
<tr>
<td>ECON 200</td>
<td></td>
<td>3 Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>GEF 3</td>
<td></td>
<td>3 Elective</td>
<td>3</td>
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<tr>
<td>Minor Course</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>3</td>
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### Third Year

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<th>Spring Hours</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 153</td>
<td>3</td>
<td>ENGL Literature or Creative Writing Course</td>
<td>3</td>
</tr>
<tr>
<td>STCM 421</td>
<td>3</td>
<td>GEF 5</td>
<td>3</td>
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<tr>
<td>Select one of the following according to AOE:</td>
<td>3</td>
<td>Minor Course</td>
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<tr>
<td>ADV Elective</td>
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<td>BCOR 350</td>
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<tr>
<td>PR 319</td>
<td></td>
<td>AOE Elective</td>
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<tr>
<td>Minor Course</td>
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<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
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<td>3</td>
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### Fourth Year

<table>
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<th>Spring Hours</th>
<th>Hours</th>
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<tbody>
<tr>
<td>POLS 102</td>
<td>3</td>
<td>Choose one of the following capstones:</td>
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</tr>
<tr>
<td>Minor Course</td>
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<td>STCM 457</td>
<td>3</td>
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<td>GEF 6</td>
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<td>STCM 459</td>
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<tr>
<td>Electives</td>
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<td>AOE Elective</td>
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<td></td>
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<td>Electives</td>
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</table>
### 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.

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ADV 315</td>
<td>Advertising Copywriting</td>
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<td>ADV 401</td>
<td>Creative I</td>
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<td>ADV 403</td>
<td>Media Planning/Strategy</td>
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<tr>
<td>ADV 450</td>
<td>Audience Psychology and Behavior</td>
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<tr>
<td>ADV 451</td>
<td>Interactive Marketing Commctns</td>
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</tr>
<tr>
<td>ADV 493</td>
<td>Special Topics</td>
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<tr>
<td>STCM 452</td>
<td>Strategic Communication Strategy and Management</td>
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**Total Hours:** 12

### 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>
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<tbody>
<tr>
<td></td>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
<td>JRL 215</td>
<td>3</td>
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<tr>
<td>First</td>
<td>JRL 101 (GEF 4)</td>
<td>3</td>
<td>ENGL Literature or Creative Writing Course</td>
<td>3</td>
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<tr>
<td></td>
<td>JRL 191 (Fulfills WVUE 191 requirement)</td>
<td>2</td>
<td>Language Course</td>
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<td></td>
<td>STCM 215</td>
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<td>GEF 3</td>
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<td>Language Course</td>
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<td>Select one of the following:</td>
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<tr>
<td></td>
<td>Elective</td>
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<td>PSYC 101</td>
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#### Second Year

<table>
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<tr>
<th>Semester</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
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<td>ENGL 102 (GEF 1)</td>
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<td>Electives</td>
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<td>JRL 225</td>
<td>3</td>
<td>GEF 6</td>
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<td>GEF 2B</td>
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<td>ADV 315</td>
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<td></td>
<td>GEF 5</td>
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#### Third Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Third</td>
<td>STAT 111</td>
<td>3</td>
<td>BCOR 350</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>300- or 400-level AOE Course</td>
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<td>STCM 421</td>
<td>3</td>
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<td></td>
<td>Minor Course</td>
<td>3</td>
<td>300- or 400-level AOE Course</td>
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<td></td>
<td>Elective</td>
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<td>Minor Course</td>
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<td></td>
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<td>Elective</td>
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<td></td>
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#### Fourth Year

<table>
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<th>Semester</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth</td>
<td>POLS 102</td>
<td>3</td>
<td>JRL 328</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>STCM 459</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR 319</td>
<td>Creative Design and Strategy</td>
<td>3</td>
</tr>
<tr>
<td>PR 324</td>
<td>Public Relations Writing and Applications</td>
<td>3</td>
</tr>
<tr>
<td>6 courses (6 hours) of 300- or 400-level PR, ADPR or advisor-approved Course Electives</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>PR 333</td>
<td>Web Development</td>
<td></td>
</tr>
<tr>
<td>PR 455</td>
<td>Strategic Event Planning and Promotion</td>
<td></td>
</tr>
<tr>
<td>PR 493</td>
<td>Special Topics</td>
<td></td>
</tr>
<tr>
<td>STCM 438</td>
<td>Branded Content and Narrative</td>
<td></td>
</tr>
<tr>
<td>STCM 439</td>
<td>Strategic Social Media</td>
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</table>

Total Hours: 12

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

#### First Year

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 101 (GEF 4)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 191 (Fulfills WVUE 191 Requirement)</td>
<td>3</td>
</tr>
<tr>
<td>STCM 215</td>
<td>3</td>
</tr>
<tr>
<td>Language Course</td>
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<tr>
<td>Elective</td>
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**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>JRL 215</td>
<td>3</td>
</tr>
<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3</td>
</tr>
<tr>
<td>2 Language Course</td>
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</tr>
<tr>
<td>3 GEF 3</td>
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<td>3 Select one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 101</td>
<td>1</td>
</tr>
<tr>
<td>SOCA 101</td>
<td>1</td>
</tr>
<tr>
<td>SOCA 105</td>
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Total: 15

#### Second Year

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 200</td>
<td>3</td>
</tr>
<tr>
<td>JRL 225</td>
<td>3</td>
</tr>
<tr>
<td>GEFC 2B</td>
<td>3</td>
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<tr>
<td>GEF 5</td>
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**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>3 BCOR 350</td>
<td>3</td>
</tr>
<tr>
<td>3 HIST 153</td>
<td>3</td>
</tr>
<tr>
<td>3 Elective</td>
<td>2</td>
</tr>
<tr>
<td>4 GEF 6</td>
<td>3</td>
</tr>
<tr>
<td>3 Select one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>PR 319</td>
<td>1</td>
</tr>
<tr>
<td>PR 333</td>
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Total: 16

#### Third Year

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>POLS 102</td>
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<tr>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>PR 324</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>GEF 7</td>
<td>3</td>
</tr>
</tbody>
</table>

**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 STAT 111</td>
<td>3</td>
</tr>
<tr>
<td>3 300- or 400-level AOE Course</td>
<td>3</td>
</tr>
<tr>
<td>3 Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>3 Electives</td>
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</tbody>
</table>

Total: 15
### BSJ - Advertising and Public Relations Degree Requirements

**Fourth Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCM 421</td>
<td>3 JRL 328</td>
<td>3</td>
</tr>
<tr>
<td>300- or 400-level AOE Course</td>
<td>3 STCM 459</td>
<td>3</td>
</tr>
<tr>
<td>Minor Courses</td>
<td>6 Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3 Electives</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
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</table>

Total credit hours: 120

**BSJ - Advertising and Public Relations Degree Requirements**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>JRL 191</td>
<td>First-Year Seminar</td>
</tr>
<tr>
<td>JRL 101</td>
<td>Media and Society (GEF 4)</td>
</tr>
<tr>
<td>JRL 215</td>
<td>Media Writing (fulfills Writing and Communication Skills Requirement)</td>
</tr>
<tr>
<td>JRL 225</td>
<td>Media Tools &amp; Applications</td>
</tr>
<tr>
<td>JRL 528</td>
<td>Media Ethics and Law</td>
</tr>
<tr>
<td>STCM 421</td>
<td>Advertising &amp; PR Audience Insights &amp; Analysis</td>
</tr>
<tr>
<td>STCM 457</td>
<td>Martin Hall Agency Experience</td>
</tr>
<tr>
<td>JRL 500</td>
<td>Introduction to Graduate Studies</td>
</tr>
<tr>
<td>JRL 504</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>JRL 520</td>
<td>Advanced Journalistic Writing and Research</td>
</tr>
<tr>
<td>JRL 689</td>
<td>Ethics of Mass Communication</td>
</tr>
<tr>
<td>JRL 697</td>
<td>Research</td>
</tr>
<tr>
<td>JRL 698</td>
<td>Thesis or Dissertation</td>
</tr>
</tbody>
</table>

**Non-Journalism/Media Requirements***

- ECON 200 Survey of Economics
- BCOR 350 Principles of Marketing
- HIST 153 Making of Modern America: 1865 to the Present
- POLS 102 Introduction to American Government
- STAT 111 Understanding Statistics

- English literature or Creative Writing course
- Two semesters of any foreign language/computer coding course or one language/coding course + study abroad

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSYC 101</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOCA 101</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>SOCA 105</td>
<td>Introduction to Anthropology</td>
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</tbody>
</table>

**College of Media Core**

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media and Society (GEF 4)</td>
</tr>
<tr>
<td>JRL 215</td>
<td>Media Writing (fulfills Writing and Communication Skills Requirement)</td>
</tr>
<tr>
<td>JRL 225</td>
<td>Media Tools &amp; Applications</td>
</tr>
<tr>
<td>JRL 528</td>
<td>Media Ethics and Law</td>
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</tbody>
</table>

**Advertising & Public Relations Core**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCM 421</td>
<td>Advertising &amp; PR Audience Insights &amp; Analysis</td>
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</table>

Select one capstone course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCM 457</td>
<td>Martin Hall Agency Experience</td>
</tr>
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</table>

**Required Area of Emphasis**

Select one of the following Areas of Emphasis (details below):

- Public Relations (PR)
- Advertising (ADV)

**Required Minor**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td><strong>Total Hours</strong></td>
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**MSJ Degree Requirements**

A minimum GPA of 3.0 is required in all courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>JRL 500</td>
<td>Introduction to Graduate Studies</td>
</tr>
<tr>
<td>JRL 504</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>JRL 520</td>
<td>Advanced Journalistic Writing and Research</td>
</tr>
<tr>
<td>JRL 689</td>
<td>Ethics of Mass Communication</td>
</tr>
<tr>
<td>JRL 697</td>
<td>Research</td>
</tr>
<tr>
<td>JRL 698</td>
<td>Thesis or Dissertation</td>
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</tbody>
</table>
## Suggested Plan of Study

### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
<td>ENGL Literature or Creative Writing course</td>
<td>3</td>
</tr>
<tr>
<td>JRL 101 (GEF 4)</td>
<td>3</td>
<td>GEF 3</td>
<td>3</td>
</tr>
<tr>
<td>STCM 215</td>
<td>3</td>
<td>JRL 215</td>
<td>3</td>
</tr>
<tr>
<td>Language Course</td>
<td>3</td>
<td>Language Course</td>
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<tr>
<td>JRL 191</td>
<td>2</td>
<td>Select one of the following:</td>
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<tr>
<td></td>
<td></td>
<td>PSYC 101</td>
<td></td>
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<tr>
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<td>SOCA 101</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>SOCA 105</td>
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### Second Year

<table>
<thead>
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<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>GEF 2B</td>
<td>4</td>
<td>STAT 111</td>
<td>3</td>
</tr>
<tr>
<td>GEF 5</td>
<td>3</td>
<td>GEF 6</td>
<td>3</td>
</tr>
<tr>
<td>JRL 225</td>
<td>3</td>
<td>HIST 153</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3</td>
<td>PR 319 or 333 (or ADV AOE Elective)</td>
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</tr>
<tr>
<td>ECON 200</td>
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<td>Elective</td>
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### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEF 7</td>
<td>3</td>
<td>300- or 400-Level AOE Course</td>
<td>3</td>
</tr>
<tr>
<td>POLS 102</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>BCOR 350</td>
<td>3</td>
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<td>ADV 315 or PR 324</td>
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<td>Elective</td>
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<tr>
<td>Elective</td>
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### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCM 421</td>
<td>3</td>
<td>STCM 559</td>
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<tr>
<td>300- or 400-Level AOE Course</td>
<td>3</td>
<td>JRL 528</td>
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<td>Minor Course</td>
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<td>Minor Course</td>
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<td>Elective</td>
<td>3</td>
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<td>JRL 500</td>
<td>1</td>
<td>JRL 520</td>
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<td>JRL 504</td>
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### Fifth 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>Elective</td>
<td>3</td>
<td>JRL 689</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>JRL 697 or 698</td>
<td>3</td>
</tr>
<tr>
<td>JRL 697</td>
<td>3</td>
<td>Elective</td>
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</tbody>
</table>

Total credit hours: 132

* These electives should be at the 500- or 600-level and may come from within or external to the College of Media.
Major Learning Outcomes

ADVERTISING AND PUBLIC RELATIONS

The Reed College of Media 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 College 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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ADV 309. Advertising and Creativity. 3 Hours.
PR: (ADV 201 or ADV 215) and 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 the College of Media. 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.

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

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

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

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

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

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

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

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

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

ADV 393J. Special Topics. 1-3 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ADV 401. Creative 1. 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 selection of media.

ADV 403. Media Planning/Strategy. 3 Hours.
PR: STCM 215 or ADV 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 and Media. 3 Hours.
PR: (ADV 201 or ADV 215) and 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 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 450. Audience Psychology and 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 Communications. 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 or ADV 215) and STCM 315 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 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 492. Directed Study. 1-3 Hours.
Directed study, reading, and/or research.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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

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

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

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

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

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

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

ADV 494D. Seminar. 1-3 Hours.
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ADV 494E. Seminar. 1-3 Hours.
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ADV 494F. Seminar. 1-3 Hours.
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ADV 494G. Seminar. 1-3 Hours.
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ADV 494P. Seminar. 1-3 Hours.
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ADV 494R. Seminar. 1-3 Hours.
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ADV 494S. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

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

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

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

ADV 494Z. 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 498. Honors. 1-3 Hours.
PR: Students in honors program and consent by the honors director. Independent reading, study, or research.

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

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

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

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

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

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

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

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

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

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

ADV 498L. Honors. 1-3 Hours.
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ADV 498M. Honors. 1-3 Hours.
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ADV 498Z. 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 to 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. Students cannot receive credit for both PR 215 and either of ADV 215 or STCM 215, which are considered equivalent courses.

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

PR 293A. Special Topics. 1-3 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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

PR 301. Writing for Public Relations. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215) with a minimum grade of C- in each and Public Relations minors only. 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 and Strategy. 3 Hours.
PR: STCM 215 or PR 215 or ADV 215 with a minimum grade of C- in each. 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 and Applications. 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: STCM 215 or PR 215 or ADV 215 with a minimum grade of C- in each. Using the web in PR campaigns, hand-coding HTML, design concepts, layout, hyperlinks, images, tables, web production software, establishing and maintenance of web server account, uploading files.
PR 401. Applied Public Relations. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215) with a minimum grade of C- in each and Public Relations minors only. 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. Integrated Marketing Communications for Public Relations. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215 or ADV 215) with a minimum grade of C- in each. 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 or STCM 215 with a minimum grade of C-. 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 for Entertainment Media. 3 Hours.
PR: JRL 101 and (PR 215 or STCM 215 or ADV 215) with a minimum grade of C- in each and Entertainment Media minors only. 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 or ADV 215) with a minimum grade of C- in each and Entertainment Media minors only. 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 or ADV 215) with a minimum grade of C- in each and Entertainment Media minors only. This course offers students 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) with a minimum grade of C- in each and Event Planning minors only. 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) with a minimum grade of C- in each and Event Planning minors only. 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) with a minimum grade of C- in each and Event Planning minors only. This course offers an application of knowledge of how events operate and an examination of what tactics can lead to success.

PR 455. Strategic Event Planning and Promotion. 3 Hours.
PR: STCM 315 with a minimum grade of C-. This course provides a hands-on introduction to special event and festival management. Students will learn how to plan, implement and evaluate special events. Students will learn foundational concepts and professional skills of event planning, coordination, sponsorship, programming, vendor management, volunteer management and risk management and will creatively apply research techniques, writing and editing skills.

PR 458. Health Public Relations. 3 Hours.
PR: STCM 421 with a minimum grade of C- 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 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 493. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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

PR 493B. Special Topics. 1-6 Hours.
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PR 494. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PR 494Z. 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 498. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.
STRATEGIC COMMUNICATION COURSES

STCM 315. Strategic Advertising and Public Relations Writing. 3 Hours.
PR: (STCM 215 or ADV 215 or PR 215) and JRL 215, with a minimum grade of C- in each. This class provides exposure to and practice in developing the kinds of writing required in advertising and public relations careers. (Course is equivalent to ADV 315 & PR 324.).

STCM 421. Advertising & PR Audience Insights & Analysis. 3 Hours.
PR: STCM 315 or ADV 315 or PR 324 with a minimum grade of C-. 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, & STCM 521).

STCM 438. Branded Content and Narrative. 3 Hours.
PR: JRL 101 and (ADV 201 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. This course provides an introduction into how the role of content is evolving in the modern marketing communications landscape and how to apply different types of content generation to new and traditional channels. Additional topics cover the pros and cons of content marketing vs. traditional marketing communication strategies.

STCM 439. Strategic Social Media. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215 or STCM 215) with a minimum grade of C- in each. This online majors-only course is an accelerated examination of the social media landscape with a focus on crafting messages and successful case studies related to how social media channels can be strategically used to meet the goals of corporate, non-profit, political and issue-based outreach messaging.

STCM 452. Strategic Communication Strategy and Management. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215 or STCM 215) with a minimum grade of C- in each. This course covers strategic communications from a client's perspective and includes campaign planning and management of various marketing communication agencies.

STCM 457. Martin Hall Agency Experience. 3 Hours.
PR: STCM 421 and (ADV 315 or PR 324) with a minimum grade of C- in each. This capstone course is designed as a faculty-advised advertising and public relations agency, designed to provide a real-world professional experience in the university setting. Students manage accounts and work in interactive teams to develop integrated multi-media advertising and public relations strategies, materials and campaigns to address the strategic communication needs of real-world clients.

STCM 459. Strategic Communication Campaigns for Public Relations and Advertising. 3 Hours.
PR: STCM 315 and STCM 421 with a minimum grade of C- in each. This capstone course synthesizes knowledge from all prior major courses and applies it to the development of a Strategic Communications (Advertising and Public Relations) campaign in a real world environment. (Also listed as ADV 459, PR 459 and STCM 559).

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

STCM 493A. Special Topics. 1-6 Hours.

STCM 493B. Special Topics. 1-6 Hours.

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

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

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

STCM 499. Global Service Learning. 1-3 Hours.
PR: Consent. Theory and practice of global service learning. The main objective will be to pair the experiential aspects of meaningful and sustained service in the host community with work from the student's anchor course by offering a methodological framework for cultural immersion and community service as well as adding to the content of the anchor course.

STCM 499A. Global Service Learning. 1-3 Hours.
PR: Consent. Theory and practice of global service learning. The main objective will be to pair the experiential aspects of meaningful and sustained service in the host community with work from the student's anchor course by offering a methodological framework for cultural immersion and community service as well as adding to the content of the anchor course.