

Reed College of Media

Degrees Offered

- Bachelor of Science in Journalism
- Bachelor of Arts (Multidisciplinary Studies)

Majors

- Advertising and Public Relations
- Journalism
- Multidisciplinary Studies
- Sports and Adventure Media

Areas of Emphasis

Advertising and Public Relations:

- Advertising
- Public Relations

Sports and Adventure Media:

- Adventure Media
- Sports Media

Minors

- Advertising
- Entertainment Media
- Event Planning
- Health Promotion
- Interactive Media Design (offered jointly with the College of Creative Arts)
- Journalism
- Public Relations
- Sport Communication (offered jointly with the College of Physical Activity and Sport Sciences)
- Strategic Social Media

Nature of Program

The WVU Reed College of Media is a student-centered media school that has been educating journalists and professional communicators since 1939. Rooted in tradition and real-world experiences that prepare students for today's media world, the College of Media offers an innovative curriculum that prepares students for dynamic, cutting-edge communications careers. Using the latest media technology, students produce real products — multimedia stories, advertising campaigns, news broadcasts, virtual reality experiences, social media campaigns and special events — that are adopted and disseminated by real-world professional outlets and clients. In addition, community outreach and service learning are incorporated into our undergraduate programs, allowing students to connect with their communities and learn how to be compassionate and committed communications professionals.

The College of Media currently offers a bachelor of science in journalism (BSJ) degree in 1) advertising and public relations (students who entered the major prior to Fall 2018 may have enrolled in the strategic communications major); 2) journalism, which includes multimedia storytelling and production coursework; and 3) sports and adventure media. The College also offers a bachelor of arts (BA) degree in multidisciplinary studies. While they are still in school, students intern at various on- and off-campus locations, including top regional and national TV stations, public relations firms, newspapers and advertising agencies. Students also have the opportunity to work for campus media, including U-92 (the campus radio station) and *The Daily Athenaeum* (the student newspaper). Many students also build their skills by working part-time at local media outlets, agencies, non-profit organizations and within programs and departments across the WVU campus, such as athletics and health sciences.

Accreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) fully accredits the College of Media and its undergraduate programs: advertising and public relations and journalism. Only about 115 colleges and universities with journalism or communications programs have earned ACEJMC approval. The College is also a member of the Association of Schools of Journalism and Mass Communications.

Equal Employment Opportunity and Affirmative Action Plan

West Virginia University is an Equal Opportunity/Affirmative Action Employer and the recipient of an NSF ADVANCE award for gender equity. The University values diversity among its faculty, staff and students, and invites applications from all qualified individuals, including minorities, females, individuals with disabilities, and veterans.

The College of Media endorses WVU's affirmative action plan and has historically applied the plan's principles in all college initiatives and activities. Assurance of equal opportunity and affirmative action procedures are included in both the University and College of Media guidelines for faculty recruitment.

To recruit minority students, our faculty and staff speak to campus organizations, visit high schools and community colleges, work closely with high school counselors, work with community organizations and give special attention to minority internship/placement opportunities. In 2010, the College established a chapter of the National Association of Black Journalists. The College has also partnered with community colleges with diverse populations to create articulation agreements so that students can seamlessly transfer to WVU to earn a four-year degree.

The College appreciates ethnic, racial, and cultural diversity among students, faculty and staff. The College has an Assistant Dean for Student Services who has minority recruitment and retention as a major responsibility.

ADMINISTRATION

DEAN

- Maryanne Reed - M.S. (Northwestern University)
Professor

ASSOCIATE DEAN

- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
Associate Professor

ASSISTANT DEANS

- Chad Mezera - M.S. (West Virginia University)
Online Programs
- Tricia Petty - M.Ed. (University of Georgia)
Student and Enrollment Services

DIRECTOR OF GRADUATE STUDIES

- Steve Urbanski - Ph.D. (Duquesne University)
Associate Professor

Degree Designation Learning Outcomes

BACHELOR OF ARTS (BA)

The WVU Reed College of Media prepares its students to excel as professional communicators, scholars and innovators in a rapidly changing global media environment. As such, the College maintains the following overarching learning goals for its B.A. in Multidisciplinary Studies (MDS) students. MDS students must have at least two of their three minors in the College of Media.

Upon completion of the B.A. in MDS, students will:

- understand the interrelationships among different disciplines and possess a knowledge of and aptitude with principles, practices, facts, concepts, theories and tools in three minor areas of concentration
- understand and apply the U.S. principles and laws of freedom of speech and press
- understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- understand concepts and apply theories in the use and presentation of images and information
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- think critically, creatively and independently

- conduct research and evaluate information by methods appropriate to the communications professions in which they work
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- apply basic numerical and statistical concepts
- apply tools and technologies appropriate for the communications professions in which they work.

BACHELOR OF SCIENCE IN JOURNALISM (BSJ)

The WVU Reed College of Media prepares its students to excel as professional communicators, scholars and innovators in a rapidly changing global media environment. As such, the College maintains the following overarching learning goals for its Bachelor of Science (Journalism and Advertising and Public Relations) students.

Upon completion of the BSJ, students will:

- demonstrate professional communications knowledge, skills and judgment
- demonstrate the ability to work professionally and effectively as part of a diverse team
- understand and apply the U.S. principles and laws of freedom of speech and press
- understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- understand concepts and apply theories in the use and presentation of images and information
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- think critically, creatively and independently
- conduct research and evaluate information by methods appropriate to the communications professions in which they work
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- apply basic numerical and statistical concepts
- apply tools and technologies appropriate for the communications professions in which they work

Each minor must have a minimum of 9 unique credit hours.

ADVERTISING MINOR MINOR CODE - U058

Students in colleges and units outside of the College of Media may earn a minor in advertising by completing the following courses and meeting the requirements as stated below. The advertising minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the advertising minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in advertising, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

Course Requirements

JRL 101	Media and Society	3
ADV 201 or ADV 215	Advertising and Society Principles of Advertising	3
ADV 309	Advertising and Creativity	3
ADV 409	Advertising Research and Media	3
ADV 419	Advertising Strategies	3
Total Hours		15

ENTERTAINMENT MEDIA MINOR

MINOR CODE - U132

Students in colleges and units outside the College of Media may earn a minor in entertainment media by completing the following courses and meeting the requirements as stated below. The entertainment media minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the entertainment media minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in entertainment media, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

Course Requirements

JRL 101	Media and Society	3
PR 215	Introduction to Public Relations	3
PR 431	Promotion for Entertainment Media	3
Select one of the following:		3
PR 432	Entertainment Media Branding	
JRL 419	Entertainment Reporting	
PR 433	Entertainment Media Campaigns	3
Total Hours		15

EVENT PLANNING MINOR

MINOR CODE - U131

Students in colleges and units outside of the College of Media may earn a minor in event planning by completing the following courses and meeting the requirements as stated below. The event planning minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major or are pursuing it as an optional secondary minor. (A primary minor must be earned from a unit outside of the College of Media to be eligible to graduate.) The majority of courses for the event planning minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in event planning, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

Course Requirements

JRL 101	Media and Society	3
PR 215	Introduction to Public Relations	3
PR 436	Event Planning	3
PR 437	Event Promotion	3
PR 438	Event Execution	3
Total Hours		15

HEALTH PROMOTION MINOR

MINOR CODE - U099

Students in colleges and units outside of the College of Media may earn a minor in health promotion by completing the following courses and meeting the requirements as stated below. The health promotion minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the health promotion minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in health promotion, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

JRL 101	Media and Society	3
PR 215 or ADV 215	Introduction to Public Relations Principles of Advertising	3
JRL 450	Writing for Health Promotion	3
JRL 452	Applied Health Promotion	3
JRL 454	Health Promotion Campaigns	3
Total Hours		15

INTERACTIVE DESIGN FOR MEDIA MINOR

MINOR CODE - U129

The interactive media design minor is intended to close an existing gap between the College of Creative Arts and the College of Media by providing a finely-tuned curriculum supplement for journalism and strategic communications students that delivers emergent digital and interactive design skills while expanding learning opportunities for art and design students in the study of narrative methodologies, multimedia and visual storytelling. This minor is restricted to students with a major in either the College of Media or the College of Creative Arts.

Through collaboration and shared support between the College of Creative Arts and the College of Media, students will be able to acquire critical competitive skills in interactive design and visual narrative using new technologies that will make them highly competitive in an environment that is increasingly determined by digital and visual media. To complete the interactive media design minor, students must schedule an appointment with their advisor in the School of Art and Design or the College of Media.

To earn this minor, a minimum grade of C- is required in all minor courses.

ART 272	Designing for Multimedia	3
Art and Design students complete the following JRL course; Media students complete the following ART course:		3
JRL 210	Visual Journalism and New Media	
ART 270	Introduction to Electronic Media 1	
JRL 225	Media Tools & Applications	3
JRL 322	Gaming Design and Digital Narrative	3
ART 372	Interactive Design	3
Art and Design students complete the ART course; Media students complete the JRL course:		3
ART 472	Advanced Interactive Design	
JRL 472	Advanced Interactive Design	
Total Hours		18

JOURNALISM MINOR

MINOR CODE - U136

Students in colleges and units outside of the College of Media may earn a minor in journalism by completing the following courses and meeting the requirements as stated below. The journalism minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major.

To earn a minor in journalism, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn at least a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

JRL 101	Media and Society	3
JRL 215	Media Writing	3
JRL 428	Media Ethics and Law	3
Select two of the following:		6
JRL 318	Beat Reporting	
JRL 319	Editing and Curation	

JRL 321	Media Design	
JRL 335	Video and Audio News Writing	
JRL 412	Sport Journalism	
JRL 420	Feature Writing	
JRL 430	Social Media and Journalism	
Total Hours		15

PUBLIC RELATIONS MINOR

MINOR CODE - U070

Students in colleges and units outside of the College of Media may earn a minor in public relations by completing the following courses and meeting the requirements as stated below. The public relations minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the public relations minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in public relations, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

Course Requirements

JRL 101	Media and Society	3
PR 215	Introduction to Public Relations	3
PR 301	Writing for Public Relations	3
PR 401	Applied Public Relations	3
PR 410	Integrated Marketing Communications for Public Relations	3
Total Hours		15

SPORT COMMUNICATION MINOR

MINOR CODE - U088

The sport communication minor requires courses offered by the WVU College of Physical Activity and Sport Sciences and the College of Media. This blended minor includes both on-campus and online courses, and summer coursework is typically required to complete it.

To earn a minor in sport communication, a minimum grade of C- is required in all minor courses.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

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

Requirements

One of the following:		3
ADV 201	Advertising and Society	
ADV 215	Principles of Advertising	
PR 215	Introduction to Public Relations	
Required:		3
JRL 361	Media Relations In Sport	
One of the following:		3
JRL 412	Sport Journalism	
PR 412	IMC for Sport	
Required: offered by the College of Physical Activity and Sports Sciences		3
SEP 271	Sport in American Society	
Two of the following offered by the College of Physical Activity and Sports Sciences:		6
SM 426	Liability in Sport (Only offered in spring and summer for minors)	

SM 485	Sport Management (Only offered in fall and summer for minors)	
SM 486	Sport Marketing & Sales (Only offered in summer for minors)	
Total Hours		18

STRATEGIC SOCIAL MEDIA MINOR

MINOR CODE - U124

Students in college and units outside of the College of Media may earn a minor in strategic social media by completing the following courses and meeting the requirements as stated below. The strategic social media minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major or are pursuing it as an optional secondary minor. (A primary minor must be earned from a unit outside of the College of Media to be eligible to graduate.) The majority of courses for the strategic social media minor are offered exclusively online and may require summer enrollment (additional online course fees may apply).

To earn a minor in strategic social media, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor. However, College of Media MDS students must earn at least a C- in every course in the minor.

Students who double or triple minor in any two or three College of Media minors may only count each course towards one specific minor. In the case of overlapping curricula, students must replace the redundant course(s) with one of the College of Media's online 200-level or higher open-enrollment courses.

JRL 101	Media and Society	3
Select 1 of the following:		3
ADV 201	Advertising and Society	
ADV 215	Principles of Advertising	
PR 215	Introduction to Public Relations	
JRL 432	Social Media Strategy	3
JRL 433	Social Media Applications	3
JRL 434	Social Media Campaigns	3
Total Hours		15

- Admission to the College of Media (p. 7)
- Scholarships (p. 7)
- Choosing a Major (p. 8)
- Accelerated Bachelor's/Master's Program (p. 8)

Admission to the College of Media

Students interested in majoring in advertising and public relations, journalism or sports and adventure media in the College of Media must first apply to West Virginia University and be accepted. To be eligible for direct admission into the College of Media, West Virginia residents must have at least a 2.0 high school GPA and either a 19 Composite ACT score or a 990 post-March 2016 SAT combined Evidence Based Reading/Writing and Math score. Non-West Virginia residents must have at least a 2.5 unweighted high school GPA and either a 21 Composite ACT score or a 1070 post-March 2016 SAT combined Evidence Based Reading/Writing and Math score. High school students with a 3.0 GPA and a 20 English ACT score or a 500 post-March 2016 SAT Evidence Based Reading/Writing score will also be considered for direct admission. Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.5 or higher may also qualify for direct admission into the College of Media irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in a pre-media major and advised by WVU's Center for Learning, Advising and Student Success. Students advised in the Center for Learning, Advising and Student Success may declare a major in the College of Media once they have earned a cumulative GPA of 2.5 at WVU. Or, if a student has a 2.0 cumulative GPA at WVU, they may enroll in JRL 215 (space permitting) or they may declare the College's Multidisciplinary Studies major. If the student earns a C- or better in that course and maintains a 2.0 overall GPA at WVU, then the student may then declare a major in the College of Media.

Scholarships

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

Choosing a Major

The College of Media offers five majors: advertising and public relations, interactive media design, journalism, sports and adventure media and multidisciplinary studies. (Students who entered a major prior to Fall 2018 may be enrolled in the strategic communications major rather than the advertising and public relations major.)

Direct admission students are admitted to the College upon admission to the University and declare their majors at that time. However, to declare a multidisciplinary studies major, students must have earned 29 college credit hours and have a minimum 2.0 overall GPA.

Accelerated Bachelor's/Master's Program

Students in the advertising and public relations or journalism BSJ programs in the College of Media with a minimum cumulative GPA of 3.5 are eligible for this program. Students admitted to the College's "Scholars Program" are automatically admitted to the program at the end of their junior year but can opt out should they choose to pursue only their bachelor's degree. The accelerated MSJ program allows students to customize a research project that is relevant to their interests, whether they are Advertising and Public Relations or Journalism majors. Interested students are identified during their initial year or two at the College, and, if interested, must meet with Dr. Steve Urbanski, Director of Graduate Studies, by the fall of their junior year. Freshmen and sophomores are welcome to stop by to discuss the program as well. Information is posted on the College's website. Students admitted to the program will be dually enrolled in the bachelor's and master's degree programs after completion of at least 60 undergraduate credits.

Policies

- Graduation Requirements (p. 8)
- Scholastic Requirements (p. 8)
- Academic Minors (p. 9)
- Full-Time Load/Probation (p. 9)
- Priorities for Admission to Journalism 215 and Major Program Specific Courses (p. 9)
- Courses for Non-Majors (p. 9)

Graduation Requirements

College of Media graduates earn a Bachelor of Science in Journalism (BSJ) degree that requires a minimum of 120 credit hours. Of the 120 credit hours required to graduate, College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/non-mass communications courses.

Included in those 120 hours are a minimum of 33 credits in major courses; a minimum of 15 credits in minor courses; 28 credits in other liberal arts requirements outside of the College of Media; a minimum of 31 credit hours of General Education Foundations (GEF) courses; and general electives to bring the total number of credit hours to at least 120. Some courses are available only once a year; it is the student's responsibility to arrange their schedule accordingly. Please note that while some classes can count in more than one category, students still need to complete at least 120 credit hours.

The College of Media will accept no more than fifteen hours of journalism/mass-communication courses from community colleges.

Students majoring in multidisciplinary studies earn a Bachelor of Arts (B.A.) degree that requires a minimum of 120 hours. Please review the MDS major requirements in the Undergraduate Catalog for specific information.

Students may not double major or dual degree within the College of Media, but they can pursue a dual-degree program with another academic unit on campus. To earn a second baccalaureate degree, students must complete at least 150 credit hours (30 hours beyond the first bachelor's degree). Students pursuing dual degrees must have their academic plan approved by the assistant dean.

Scholastic Requirements

To be eligible for graduation, students must earn a minimum 2.0 cumulative grade point average; minor requirements are set by the College(s) where the minor is housed. Students also must earn a grade of C- or better in all major pre-requisite courses to advance. Students who do not earn a C- or better will not be allowed to remain enrolled in subsequent courses until the required grade has been earned in the pre-requisite course. Students must earn a grade of C- or better in all major courses that are counted toward graduation requirements.

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

Students found guilty of violating the University's Student Conduct Code may be dismissed from the College of Media.

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

Academic Minors

Students pursuing the advertising and public relations or journalism major 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 design minor, which is offered jointly by the College of Media and the College of Creative Arts. Students in the College of Media may add a second minor in event planning or strategic social media; however, these minors will not fulfill the requirement of having a minor outside of the College. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor, as many minors require at least four semesters to complete. The minor will also fulfill the University's GEF 8 requirement. Each minor must have a minimum of 9 unique credit hours.

Full-Time Load/Probation

Students may not enroll for more than 20 hours in a single term or 14 hours in two summer sessions without permission from the assistant dean. For requests to register for more than 21 credit hours during the fall/spring and more than 15 credits during the summer, the request must also be approved by the Associate Provost for Undergraduate Academic Affairs.

While on probation, a student is not permitted to register for more than 15 hours of coursework in an academic term and must successfully complete at least 12 hours. Students enrolling in more than 15 hours will be notified by the Media College's Advising Center to reduce their credit-hour registration.

Priorities for Admission to Journalism 215 and Major Program Specific Courses

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

Courses for Non-Majors

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

ADV 201	Advertising and Society (GEF 4)	3
ADV 215	Principles of Advertising	3
JRL 101	Media and Society (GEF 4)	3
JRL 220	Introduction to Photojournalism	3
JRL 235	Electronic Media and Society (GEF 4)	3
PR 215	Introduction to Public Relations	3

Those who attempt to enroll in other courses offered by the College of Media but who lack the appropriate prerequisites or major will be removed from such classes.

- Professional Relations (p. 9)
- Experiential Learning (p. 10)
- Journalism Organizations (p. 10)
- Internship/Practicum Credit (p. 10)
- Job Placement (p. 10)

Professional Relations

A close relationship is maintained with state and national communications and journalism professionals through the West Virginia Press Association, the West Virginia Broadcasters Association, the West Virginia Associated Press Broadcasters Association, Public Relations Society of America, American Advertising Federation, Business/Professional Advertising Association, National Press Photographers Association, the National Association of Black Journalists, the Broadcast Education Association, the Association for Women in Sports Media and the Society of Professional Journalists. These groups have provided educational and financial support to the College along with internships and job opportunities.

Every year, the College provides opportunities for students to get advice on how to find jobs, write resumes, produce professional portfolios and broadcast clips, and conduct themselves on job interviews. Employers also regularly visit campus to interview College of Media students for internships and permanent positions.

Throughout the year, nationally prominent alumni and guests are brought to campus to share their professional experiences and insights with students. Speakers have included Elliott Nix, head of Google's media solutions, Jacelyn Swenson, leader of IBM Branded Content Programs and Corporate

Marketing, Newsweek investigative journalist Michael Isikoff, Pulitzer Prize winners Eric Eyre and Margie Mason and Academy Award nominee Elaine McMillion Sheldon. The College also hosts a number of events, such as hackathons, to spur innovation and creativity in media and workshops and panel discussions on such themes as sensor journalism, social justice reporting, women in communications, fake news, sport communication, political photography, and storytelling through augmented and virtual reality, digital and mobile media.

Experiential Learning

Students gain real-world experience through service-learning and senior capstone courses, as well as with special projects and student organizations. For example, advertising and public relations students work with local nonprofit organizations to help plan and promote campaigns and special events and work through the Martin Hall Agency to assist regional and statewide clients. Through the annual CreateAthon, students partner with media professionals in the community to provide pro bono marketing and communications support to area non-profits. Journalism students write, report, and produce multimedia content for newspapers, television, and other media and sports networks across the state and region. Faculty and students work together on high-profile journalism projects that impact the community and give students valuable hands-on experience. These have included developing a mobile application and social media promotional campaign to help support regional tourism; an interactive, multimedia exhibit and grand reopening for the national African-American World War I memorial; community branding efforts to help promote economic development; and collaborative faculty and student work with Innovators-in-Residence, such as professionals from The New York Times, Huffington Post, Quartz, National Public Radio, Harrison Omnicom, and more.

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

Advertising and Public Relations, Journalism and Sports and Adventure Media Organizations

Several organizations affiliated with the College of Media provide honor and recognition as well as fellowship and education. They include:

- Association for Women in Sports Media, an organization supporting the advancement of women in sports media
- Ed on Campus: All Things Magazine, a community of young magazine editors and aspiring editors who want to learn more about the industry
- Kappa Tau Alpha, a national scholastic honorary for students with exceptional academic records in journalism
- Martin Hall Agency, a student-run professional advertising/public relations agency
- National Association of Black Journalists, an organization dedicated to strengthening ties among African-American journalists and promoting diversity in newsrooms
- Public Relations Student Society of America, the student arm of the largest professional organization devoted to public relations
- Radio Television Digital News Association, the world's largest organization exclusively serving the electronic news profession
- RAPID, an organization that explores emerging media and technology
- The Society of Professional Journalists, the journalism profession's most broad-based organization
- WVU Film Club, a student-run group that helps people learn more about film, its production and creation process

Internship/Practicum Credit

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

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

Typically, students choose to do an internship/practicum for credit because the employer requires it or the student needs the elective credit(s). Students who wish to do an internship/practicum for credit must see the College of Media's director of student careers and opportunities to complete a contract and to be registered for JRL 441 (3 credits, typically done in the summer) or JRL 442 (1–2 credits). Students cannot receive credit retroactively, per College policy. Thirty-five hours on the job equals one credit hour. Because internship/practicum is graded as pass/fail, it may be used for general elective credit, but cannot be used to fulfill major course elective requirements.

Job Placement

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

The Reed College of Media has specialized accreditation through the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) for the advertising and public relations and the journalism major.