

Reed College of Media

Degrees Offered

- **Bachelor of Science in Journalism** with majors in Advertising and Public Relations, Journalism and Sport and Adventure Media
- **Bachelor of Arts** with majors in Game Design and Interactive Media and Multidisciplinary Media Studies
- **Bachelor of Science** with a major in Integrated Marketing Communications

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 the Program

The WVU Reed College of Media is a student-centered media school that has been graduating journalists and strategic communicators since 1939. While rooted in tradition, the College of Media offers an innovative curriculum and real-world experiences that prepare students for careers in today's media industries. The College is known for its innovative course projects and ability to build community in the classroom and beyond.

In all programs at the College of Media, our students learn by doing, producing stories and projects using the latest digital media technology. Our graduates work in top news organizations and communication agencies around the world, leading the industry and transforming the media landscape.

We believe that robust, independent media are fundamental to a democratic society in which individuals are empowered as critical thinkers, creative problem-solvers and engaged citizens. We expect our students, faculty and staff to use their communications skills and expertise to help our communities adapt and thrive in a complex global society. We aspire to be a catalyst for positive change in our region and a national leader in modern media education.

The College of Media currently offers a bachelor of science in journalism (BSJ) degree in 1) advertising and public relations; 2) journalism, which includes multimedia storytelling and broadcast production coursework; and 3) sports and adventure media. The College also offers a bachelor of arts (BA) degree in multidisciplinary media studies; an interdisciplinary major with the College of Creative Arts in interactive media design; and an online major in integrated marketing communications.

While they are still in school, students intern at various on- and off-campus locations, including top regional and national TV stations, sports programs, newspapers and advertising and public relations firms. 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, as well as by taking active roles in one of our College's many professionally affiliated student organizations, including the Public Relations Student Society of America, National Association of Black Journalists, Association of Women in Sports Media, Radio Television Digital News Association, Mirage Magazine, RAPID Technology Club, Film Club, HER Campus, American Advertising Federation and Society of Professional Journalists.

Accreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) fully accredits the College of Media's undergraduate programs in journalism and advertising and public relations. Only about 115 colleges and universities with journalism or communications programs have earned this demanding ACEJMC approval. The College is also one of fewer than 50 programs internationally to earn the Certification in Public Relations Education (CEPR) from the Public Relations Society of America. The College is also a member of the Association of Schools of Journalism and Mass Communications.

Reed College of Media Diversity, Equity and Inclusion Statement

The Reed College of Media believes in and takes action to further the University's commitment to excellence in equity, inclusion and diversity in recruitment and retention of students, faculty and staff. As members of a land-grant institution that seeks to extend knowledge and to serve the people of West Virginia, we in the Reed College of Media actively embrace and propound inclusive excellence to strengthen and diversify our teaching, scholarship and community engagement. We emphasize a shared responsibility for fostering a safe, welcoming and inclusive environment for individuals of all races, genders, ethnicities, religions, sexual orientations, socioeconomic statuses, geographical origins and physical abilities, and to express their culture, experience and perspectives through the art and science of ethical journalistic storytelling and professional communications.

Through its curricula, service, faculty and student scholarship and media, the College is committed to presenting diverse viewpoints to a general audience and to seeking and maintaining ties to a range of diverse sources. In public relations, advertising and interactive media design, the college considers excellence as authentically representing and communicating with diverse clients and audiences. In news, sports and adventure storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences, and with exploring new forms of media technology that empower and drive inclusion and equity for underrepresented groups.

The Reed College of Media has a formal Diversity, Equity and Inclusion Plan, which is developed in collaboration with a faculty and staff DEI committee, and with faculty and staff oversight. The committee works each semester with faculty and staff to document progress on stated goals in the plan, meets quarterly to review progress and prepares an annual end-of-year report. Goals for the College include:

1. deepen the College of Media's understanding of diversity, equity and inclusion issues as central to our standards for providing a quality education with focused attention to the items of emphasis outlined above;
2. improve and increase the organic incorporation of diversity, equity and inclusion in curricula and course instruction for all College of Media faculty and students;
3. increase efforts to recruit and retain qualified faculty and staff members representing historically underrepresented groups, with an emphasis on domestic racial and ethnic diversity;
4. increase efforts to recruit and retain top students from diverse/minority groups, with an emphasis on domestic racial and ethnic diversity; and
5. increase programming and collaborations that address contemporary diversity, equity and inclusion issues and that are intentional in integrating underrepresented perspectives and experiences into media research, professional practice, community service and curriculum development.

ADMINISTRATION

PROVOST

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

DEAN

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

ASSISTANT DEANS

- Gina Dahlia - M.S.J. (West Virginia University)
Academic Affairs
- Chad Mezera - M.S. (West Virginia University)
Online Programs

DIRECTOR OF GRADUATE STUDIES

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

Reed College of Media Minors

Each minor must have a minimum of 9 unique credit hours. If a student is majoring in Multidisciplinary Studies, all hours in each minor must be unique to that minor and not shared with other degree requirements. JRL or MDIA 101 may also count as a GEF 4.

- Advertising (<http://catalog.wvu.edu/undergraduate/minors/advertising/>)
- Entertainment Media (<http://catalog.wvu.edu/undergraduate/minors/entertainmentmedia/>)
- Event Planning (<http://catalog.wvu.edu/undergraduate/minors/eventplanning/>)
- Health Promotion (http://catalog.wvu.edu/undergraduate/minors/health_promotion/)
- Journalism (<http://catalog.wvu.edu/undergraduate/minors/journalism/>)
- Public Relations (http://catalog.wvu.edu/undergraduate/minors/public_relations/)
- Sport Communication (http://catalog.wvu.edu/undergraduate/minors/sports_communication/)
- Strategic Social Media (<http://catalog.wvu.edu/undergraduate/minors/strategicsocialmedia/>)

Admissions

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Admission to the College of Media

The WVU Reed College of Media uses the same undergraduate admission standards for first-time freshmen as West Virginia University (WVU). Visit the WVU undergraduate admissions page for details on general WVU admission.

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 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 WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the College of Media once they have earned a cumulative GPA of 2.0 at WVU.

Scholarships

In addition to financial aid from West Virginia University, the College of Media offers a number of scholarships each year to eligible first-time students. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

Choosing a Major

The College of Media offers six majors: advertising and public relations; integrated marketing communications (online); gaming and interactive media design; journalism; sports and adventure media; and multidisciplinary media studies.

Direct admission students are admitted to the College upon admission to the University and declare their majors at that time.

Accelerated Programs

ABM for Master's of Science in Journalism

Students in the advertising and public relations or journalism BSJ programs in the College of Media with a minimum cumulative GPA of 3.4 are eligible for admission to the Accelerated Master's of Science in Journalism program. 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 must meet with Dr. Steve Urbanski, Director of Graduate Studies, by the fall of their junior year. Students will be admitted to the program no later than the second semester of their junior year and begin taking graduate courses during the first semester of their senior year. Information is posted on the College's website.

ABM for Master's of Science in Integrated Marketing Communications or Media Innovation and Solutions

Students in the advertising and public relations, integrated marketing communication, journalism or multidisciplinary media studies undergraduate programs in the Reed College of Media and with a minimum cumulative GPA of 3.4 are eligible for admission to the Accelerated Master's of Science in Integrated Marketing Communications program or Media Innovation and Solution program beginning the first semester of their junior year. They will meet with Aaron Hawley, College of Media undergraduate online programs advisor, by fall of their junior year. Students will be admitted to the program no later than the second semester of their junior year and begin taking graduate courses during the first semester of their senior year. Information is posted on the College's website.

Accelerated 3+3 BSJ and JD Degrees

The College of Media and WVU College of Law cooperate on a 3+3 degree program, where qualified students may earn a BSJ and J.D. in six years. Details about this program's requirements may be found on the College of Media's website (<https://admissions.law.wvu.edu/apply/3-plus-3/>).

Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Reed College of Media (<http://reedcollegeofmedia.wvu.edu>).

Policies

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Graduation Requirements

College of Media students majoring in advertising and public relations, journalism or sport and adventure media 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, advertising and public relations and journalism majors must take a minimum of 72 credit hours outside of the College of Media in non journalism/non-mass communications courses. Please review the major requirements for each major in the Undergraduate Catalog for specific information.

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

Students majoring in integrated marketing and communications earn a Bachelor of Science (B.S.) degree that requires a minimum of 120 hours. Please review those major requirements in the Undergraduate Catalog for specific information.

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 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. 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. Minor requirements are set by the College(s) where the minor is housed.

To help ensure timely progression toward a WVU degree, if a student earns D/F/W grades in three attempts at any single major course, even if the student's overall GPA is 2.0 or greater, they 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 (CLASS) to explore other possible majors.

Students found guilty of violating the University's Student Conduct Code may be dismissed from the College of Media. This includes, but is not limited to, obstruction, disruption or misconduct in the classroom as outlined in the Conduct Code.

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. Students majoring in multidisciplinary studies must have unique credit hours in each minor.

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 Media 215 and Major Program Specific Courses

MDIA 215 is restricted to College of Media students. Pre-media majors with at least a 2.0 cumulative GPA may enroll in MDIA 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:

Code	Title	Hours
ADV 201	Advertising and Society (GEF 4)	3
ADV 215	Principles of Advertising	3
MDIA 101	Media and Society (GEF 4)	3
JRL 220S	Introduction to Photojournalism	3
PR 215	Introduction to Public Relations	3
MDIA 201	Digital & Social Media Literacy	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.

Career

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

Professional Relationships

Relationships are 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, 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.

The College also hosts events to spur innovation and creativity in media, including workshops and panel discussions on such themes as journalists' safety, social documentary storytelling, social justice reporting, misinformation, sport communication and storytelling through augmented and virtual reality and 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 campaigns and special events and they work through Martin Hall Agency to assist regional and statewide clients. 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 projects that impact the community and give students valuable hands-on experience. These have included research-based community branding campaigns to support regional

tourism; local television news and public affairs shows; public broadcasting podcasts; special sports packages for the Big 12 and ESPN+; courses with Pulitzer Prize–winning investigative journalists and collaborative courses and multimedia content production with faculty and students from other institutions including George Washington University, the University of Oklahoma and Morgan State University.

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 the Charleston Gazette-Mail, Porter-Novelli, the Washington Nationals, DEC PR (Sydney, Australia), Fox Sports, the Smithsonian Institute, WTAE-TV Pittsburgh, ReedPOP Events, Spectrum News, PepsiCo and West Virginia Public Broadcasting 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:

- American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry
- Association for Women in Sports Media, an organization supporting the advancement of women in sports media
- Her Campus, a media site for college women, written entirely by the world's top college journalists
- 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
- Mirage Magazine, a student-run lifestyle and fashion publication
- National Association of Black Journalists, an organization dedicated to strengthening ties among African-American journalists and promoting diversity in newsrooms
- Online News Association, a nonprofit membership organization of digital journalists
- 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
- 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 in the Sport and Adventure Media major take MDIA 441 (1-3 credits) which a graded course required in the Area of Emphasis for the major. (Students cannot receive credit retroactively, per College policy). Fifty hours on the job equals one credit hour. If 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.

Accreditation

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. The College is also one of only 39 programs internationally to earn the Certification in Public Relations from the Public Relations Society of America.

Courses

- Advertising (ADV) (p. 7)
- Advertising and Public Relations (ADPR) (p. 8)

- Data Marketing Communications (DMC) (p. 9)
- Integrated Marketing Communications (IMC) (p. 9)
- Journalism (JRL) (p. 10)
- Media Studies and Technology (MDIA) (p. 13)
- Public Relations (PR) (p. 15)
- Strategic Communication (STCM) (p. 17)

ADVERTISING (ADV)

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. Students cannot receive credit for both ADV 215 and STCM 215 or ADPR 215, which is considered an equivalent course.

ADV 293. 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 309. Advertising and Creativity. 3 Hours.

PR: (ADV 201 or ADV 215) and (JRL 101 or MDIA 101) with a minimum grade of C- in each. (Advertising minors only.) Examines advertising copy and design concepts. Students develop their own advertisements and learn to critically analyze existing ad campaigns.

ADV 315S. Advertising Copywriting. 3 Hours.

PR: (ADPR 215 or ADV 215 or STCM 215) and (MDIA 215 or MDIA 215S) with a minimum grade of C-. Students will learn to write advertising copy and design effective layouts for targeted audiences. Focuses on creative ideation process and includes advertising graphics, copy preparation and layout, evaluation and selection of media. Developing a portfolio.

ADV 333S. Portfolio. 3 Hours.

PR: ADPR 215 with a minimum grade of C-. Develop a series of advertising campaigns to create an entry-level, professional portfolio. Learn to interpret market research and strategic planning to create breakthrough creative expressions. Gain an understanding of best practices in copywriting and art direction/design. Learn the skills to craft messages for diverse audiences. Show how concepts must work across all media, including print, digital, video, and experiential.

ADV 347S. Martin Hall Agency: Advertising Tactics. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) with a minimum grade of C-. This course is part of a student-run advertising and public relations agency designed to be the closest to a real-world professional experience as is possible in the university setting. Students will learn about the global and diverse work conducted in an agency setting, while serving in an advertising-related staff position within the Martin Hall Agency.

ADV 393. Special Topics. 1-6 Hours.

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

ADV 401S. Creative 1. 3 Hours.

PR: (ADV 315 or ADV 315S or STCM 315) with a minimum grade of C-. This course builds on the processes introduced in Advertising Copywriting. Emphasis on creativity, concept development, idea generation & principles of effective communication using words and visuals in a variety of print, social, digital and broadcast media.

ADV 403. Media Planning/Strategy. 3 Hours.

PR: STCM 215 or ADV 215 or ADPR 215 with a minimum grade of C-. 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 or MDIA 101) with a minimum grade of C- in each. (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 415. Ideation and Strategic Visualization. 3 Hours.

PR: ADV 315 or STCM 315 with a minimum grade of C-. This course builds on basic copywriting skills and explores the global media channels used to reach diverse target audiences. Students will analyze award-winning campaigns as a means to understand creative ideation and strategic visualization. Efforts will culminate in the production of advertising executions.

ADV 419. Advertising Strategies. 3 Hours.

PR: (ADV 201 or ADV 215) and (JRL 101 or MDIA 101) with a minimum grade of C- in each. (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 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 455S. Creative 2. 3 Hours.

PR: (ADV 401 or ADV 401S) with a minimum grade of C-. 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 493. 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 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.

ADVERTISING AND PUBLIC RELATIONS (ADPR)

ADPR 215. Introduction to Advertising and Public Relations. 3 Hours.

PR: College of Media majors only. This introductory course in strategic communications provides a broad overview of professional advertising and public relations practices and their role in society. (Course is equivalent to ADV 215, PR 215, & STCM 215.).

ADPR 319S. Creative Design and Strategy. 3 Hours.

PR: (ADPR 215 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C-. Editing and production techniques for public relations and advertising media (brochures, reports, newsletters, etc.,) including copy preparation, typography, graphic design, layout and desktop publishing.

ADPR 410. Influencer Strategies. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADPR 215 or ADV 201 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. This course explores the role of influencer marketing in meeting marketing goals. Students will learn how to strategically plan an influencer campaign by discovering the campaign performance metrics (KPIs) that most accurately measure campaign success (ROI), budgeting influencer opportunities, and carrying out channel selection. Students will also contemplate the future of influencer marketing and its many prospective implications.

ADPR 421S. Advertising & PR Audience Insights & Analysis. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) 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).

ADPR 435S. Visual Brand Storytelling. 3 Hours.

PR: (MDIA 215 or MDIA 215S or JRL 215) and (MDIA 225 or MDIA 225S or JRL 225) and (ADPR 215 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. In this class, students will tell character, culture and place-driven stories that connect emotionally with a target audience. Students will collaborate with a client to produce real-world outcomes that are based on creative strategy and messaging. Through the use of traditional visual mediums and emerging technology students will plan, produce and publish content for print and digital platforms.

ADPR 438. Branded Content and Narrative. 3 Hours.

PR: JRL 101 or MDIA 101 and (ADV 201 or ADV 215 or PR 215 or STCM 215 or ADPR 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.

ADPR 439. Strategic Social Media. 3 Hours.

PR: JRL 101 or MDIA 101 and (ADPR 215 or ADV 201 or ADV 215 or PR 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.

ADPR 450. Audience Psychology and Behavior. 3 Hours.

PR: ADPR 215 with a minimum grade of C-. This course is designed to be an introduction to the underlying theories and research that influence strategic communication and explain how strategic communication affects audiences. The course will focus on individual-oriented theories in communication, advertising, public relations, psychology and marketing. More specifically, students will be acquainted with a variety of theoretical perspectives in audience perception, learning, memory, attitudes, and behavior.

ADPR 452. Strategic Communication Strategy and Management. 3 Hours.

PR: (JRL 101 or MDIA 101) and (JRL 215 or MDIA 215) and (ADPR 215 or ADV 215 or PR 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.

ADPR 457S. Martin Hall Agency Experience. 3 Hours.

PR: (ADPR 421 or ADPR 421S or STCM 421) and (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) 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.

ADPR 459S. Strategic Communication Campaigns for Public Relations and Advertising. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) and (ADPR 421 or ADPR 421S or 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).

ADPR 493. Special Topics. 1-6 Hours.

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

ADPR 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.

DATA MARKETING COMMUNICATIONS (DMC)**DMC 460. Introduction to Data Marketing Communications. 3 Hours.**

PR: Admission to the program or permission. This course is the introductory course experience for the data marketing communications master's degree program. Students will explore the fundamentals of using data to make marketing communications decisions, as well as topics including database marketing, loyalty programs, financial and marketing metrics, audience targeting and segmentation, data for digital marketing, data visualization and marketing automation.

INTEGRATED MARKETING COMMUNICATIONS (IMC)**IMC 191. First-Year Seminar. 1-3 Hours.**

Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

IMC 215. Principles of Integrated Marketing Communications (IMC). 3 Hours.

PR: Undergraduate IMC majors only. An introduction to the foundations of integrated marketing communications (IMC) with an emphasis on the promotional components (advertising and public relations) as well as the marketing functions of the IMC planning process.

IMC 315. Strategic Advertising and Public Relations Writing. 3 Hours.

PR: (ADPR 215 or ADV 215 or IMC 215 or PR 215 or STCM 215) and (JRL 215 or MDIA 215 or MDIA 215S) 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 and STCM 315).

IMC 410. Introduction to Integrated Marketing Communications. 3 Hours.

PR: Admission to the program or permission. This course is the introductory course experience for the integrated marketing communications master's degree program. Students learn and apply the IMC planning process and examine the role of integration to ensure consistency of creative strategy and complementary use of paid, earned, and owned media. This course must be completed in a student's first academic term.

IMC 421. Advertising & PR Audience Insights & Analysis. 3 Hours.

PR: (ADPR 215 or ADV 215 or IMC 215 or PR 215 or STCM 215) and IMC 315 with a minimum grade of C- in each. 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 ADPR 421, ADV 421, PR 422, and STCM 521).

IMC 440. Introduction to Digital Marketing Communication. 3 Hours.

PR: Admission to the program or permission. This course is the introductory course experience for the digital marketing communications master's degree program. Students explore the fundamentals of digital media and the latest methods for collecting, creating and disseminating persuasive messages through digital media channels. This course must be completed in a student's first academic term.

IMC 459. IMC Capstone. 3 Hours.

PR: (ADPR 421 or STCM 421 or MKTG 325) with a minimum grade of C-. Students apply knowledge and skills from previous IMC courses to create an Integrated Marketing Communications campaign for a real-world client.

IMC 493. Special Topics. 1-6 Hours.

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

IMC 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

JOURNALISM (JRL)

JRL 116. Academic Success Seminar. 1 Hour.

This course is designed to help College of Media students who have experienced academic difficulties to understand their academic status and to help them identify strategies, techniques and resources that can assist them in overcoming their particular performance challenges. Applicable College and WVU services, policies and procedures also are discussed.

JRL 191. First-Year Seminar. 1-3 Hours.

Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

JRL 210S. Visual Journalism and New Media. 3 Hours.

PR: College of Media major or minor. Theory and principles of visual communication and image culture.

JRL 220S. Introduction to Photojournalism. 3 Hours.

Basic techniques of journalistic photography, digital imaging and editing. Students must have access to a film or digital camera.

JRL 235S. Video Editing. 1 Hour.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. This course is designed to teach broadcast journalism students advanced digital video and audio techniques for news productions, including field reports, newscasts, and studio-based programs.

JRL 236S. Podcast Producing. 1 Hour.

Open to all College of Media majors, this one-credit-hour skills-based course involves significant reporting and production roles to teach students how to produce professional podcasts through a class podcast series as well as through reading, listening and critique assignments.

JRL 237S. Advanced Video Editing. 1 Hour.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. This class builds upon the basic skills of Adobe After Effects video editing. Students will use this software to create and align full-page graphics, to animate images and texts, and to render proper code, as well as other related skills.

JRL 238S. Voice Performance for Broadcasting. 1 Hour.

Open to all College of Media majors, this one-credit-hour skills-based course focuses on students' development of vocal mechanics and interpretative performance for announcers, newscasters, interviewers and narrators of various broadcasting and announcing situations. Students work on delivery, cadence, diction and on-air presence in both recorded and live situations.

JRL 240S. Immersive Storytelling: AR/VR. 1 Hour.

Open to all College of Media majors, this one-credit-hour production-oriented course allows students to explore new forms of storytelling through immersive, interactive technologies such as virtual and augmented reality. Students use design thinking and emerging tools and platforms to create 360-degree video, 3d models, volumetric video and interactive augmented reality.

JRL 293. Special Topics. 1-6 Hours.

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

JRL 298. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

JRL 318S. Beat Reporting. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. Essentials of developing and covering a news beat. Students generate stories, cultivate sources, and discover their community.

JRL 319S. Editing and Curation. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. Students develop the skills necessary to edit and design content for online and print media outlets.

JRL 320S. Advanced Photojournalism. 3 Hours.

PR: (JRL 220 or JRL 220S) with a minimum grade of C-. Introduction to advanced techniques and concepts in visual journalism for print and electronic media. Color, lighting, studio and digital camera techniques.

JRL 321S. Media Design. 3 Hours.

PR: JRL 215 or MDIA 215S with a minimum grade of C-. An introduction to the design of newspapers, magazines and internet publications.

JRL 325S. Podcast Reporting & Producing. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) and (JRL 225 or MDIA 225 or MDIA 225S) with a minimum grade of C- in all. Podcasting is a growing aspect of the media industry. In this course, students will learn how to report and produce a professional-level podcast through a class podcast series as well as through listening to and critiquing class assignments and professional podcasts.

JRL 328. Media Law and Ethics. 3 Hours.

PR: JRL 215 or MDIA 215 with a minimum grade of C-. This course is an in-depth exploration of the complex ethical and legal media landscape, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

JRL 330S. Sports and Adventure Media Writing. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) and (JRL 225 or MDIA 225 or MDIA 225S) with a minimum grade of C- in all. Focuses on writing media content about sports and adventure activities for journalism and strategic communications purposes. Attention is given to writing styles used for different mediums as well as strategies to incorporate audience insight and engagement.

JRL 335S. Video and Audio News Writing. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. Gathering, researching, and evaluating facts; reporting and writing news for radio and television; editorial decision making and responsibility; broadcast news ethics.

JRL 340S. Advanced Video Storytelling. 3 Hours.

PR: JRL 220S or MDIA 225S with a minimum grade of C-. Students in this course will learn advanced video shooting and editing techniques and gain video storytelling experience. Specifically, students will learn about video composition, lighting and shot sequencing. They also will learn about video editing and production, including: digital project organization and management, and editing using various types of video software programs.

JRL 341S. Data and Design. 3 Hours.

PR: (MDIA 225 or MDIA 225S) with a minimum grade of C-. This course introduces students to the journalistic collection, analysis, and presentation of data.

JRL 361. Media Relations In Sport. 3 Hours.

PR: ADV 201 or ADPR 215 or ADV 215 or JRL 215 or MDIA 215 or MDIA 215S or PR 215 or STCM 215 with a minimum grade of C-. Provides an in-depth understanding of how effective public relations plays an integral role in any sports organization via a myriad of communication efforts used in the dissemination of information to the media and the public.

JRL 380S. Sports and Adventure Media Video Storytelling. 3 Hours.

PR: (JRL 330 or JRL 330S or JRL 335 or JRL 335S) and PR or CONC: (JRL 235S or JRL 488) with a minimum grade of C- in each. Focuses on creating sports and adventure media video stories for journalism and strategic communications purposes. Attention is given to video storytelling techniques. Involves direct practice covering sporting events, producing video content and applying audience insight and engagement techniques.

JRL 385S. Audio Reporting. 3 Hours.

PR: JRL 335 or JRL 335S or TVJ 319 with a minimum grade of C-. Writing and reporting news for radio and other digital audio sources.

JRL 386S. Beginning Video Reporting. 3 Hours.

PR: (JRL 330 or JRL 330S or JRL 335 or JRL 335S) and (JRL 235S or JRL 488) with a minimum grade of C- in each. Reporting, writing and producing sports stories for television using digital video technology; emphasis on sports writing, visual storytelling, editorial decision making, and ethical and legal considerations.

JRL 393. Special Topics. 1-6 Hours.

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

JRL 408. The Community Newspaper. 2 Hours.

(Open to all University students.) Fundamental problems and techniques in operation of community newspapers.

JRL 411. Experimental Journalism. 3 Hours.

PR: JRL 215 or MDIA 215 with a minimum grade of C- and senior status or departmental permission. A project-based, immersion course in experimental journalism using new technology such as virtual reality, augmented reality, sensors, drones and other experimental storytelling methods.

JRL 412. Sport Journalism. 3 Hours.

PR: ADV 201 or ADPR 215 or ADV 215 or JRL 215 or MDIA 215 or MDIA 215S or PR 215 or STCM 215 with a minimum grade of C-. Develops critical thinking skills in reporting and writing stories. Students examine the value of sport journalism; the way sport functions in society, and gain an understanding of ethics in sport journalism.

JRL 419. Entertainment Reporting. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADPR 215 or PR 215 or STCM 215) with a minimum grade of C-. This course is an examination of the issues facing the field of entertainment reporting. Students will cover beats, produce reporting and examine the entertainment industry.

JRL 420S. Feature Writing. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. Developing writing, and editing news features, personality profiles, color pieces, issue oriented articles and human impact stories for news, public relations, and film.

JRL 424S. Adventure Travel Writing & Photography. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) and (JRL 225 or MDIA 225 or MDIA 225S) with a minimum grade of C-. Best practices and ethical considerations of travel and adventure journalism, including photography and point-of-view videography, and appropriate use of digital platforms, blogging and social media for journalistic purposes. Includes a travel component.

JRL 426S. Investigative Reporting. 3 Hours.

PR: (JRL 318 or JRL 318S or JRL 386 or JRL 386S or TVJ 386) with a minimum grade of C-. Reporting on the agencies, structures, and programs that make society work, including circuit court and police.

JRL 429. Opinion Writing. 3 Hours.

PR: JRL 215 or MDIA 215 with a minimum grade of C-. Students will analyze news issues and write opinion-based pieces.

JRL 430S. Social Media and Journalism. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. This lab course identifies and applies the principles behind social media applications such as blogs and networking sites.

JRL 431S. Multimedia Storytelling. 3 Hours.

PR: (JRL 225 or MDIA 225S) and (JRL 318S or JRL 320S) with a minimum grade of C- in each. This capstone course explores digital narrative storytelling, employing the wide variety of media and interactive applications that online publishing makes possible. However, emphasis is on visual media. Students will learn to facilitate audience comprehension and engagement while educating and informing about contemporary societal issues.

JRL 432. Social Media Strategy. 3 Hours.

This course examines how social media channels can be utilized to meet the goals of corporate, non-profit, political and issue based outreach messaging.

JRL 433. Social Media Applications. 3 Hours.

This course examines how messages can be crafted for maximum success and reach in the social media landscape. Students will explore different methods for monitoring and measurement, explore current trends in social media and examine case studies of successful social media integration across multiple platforms.

JRL 434. Social Media Campaigns. 3 Hours.

This course examines case studies where social media was used successfully in instances of promotion, outreach and crisis communication.

JRL 435S. Live Sports Video Production. 3 Hours.

Production and coverage of live sporting events, including television terminology, camera operation, live directing, live technical directing, digital signage execution, instant replay, work ethic, and promptness. Involves direct practice with over ten of WVU's Division 1 sports.

JRL 440S. Documentary Storytelling. 3 Hours.

PR: JRL 220S with a minimum grade of C- or consent. Development of practical and analytical skills in documentary production, including research, story development, scripting and editing.

JRL 441. Internship. 3 Hours.

PR: (JRL 215 or MDIA 215) with a minimum grade of C-. Full-time employment for a minimum of 10 weeks under a signed contract detailing the terms of the experience. (Graded pass/fail.).

JRL 442. Practicum. 1-2 Hours.

PR: (JRL 215 or MDIA 215) with a minimum grade of C- and consent. Students must have a signed contract detailing terms of the learning experience. 8 to 20 hours per week for a minimum of 10 weeks while taking other courses. (Graded on a pass/fail basis.).

JRL 445S. International Media 1. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. A combination of classroom theory and practical application of the function of media in an international setting.

JRL 446. International Media 2. 1-6 Hours.

PR: Consent. Centers around a trip that involves the study of media in the country students are visiting. Usually a continuation of International Media 1.

JRL 448S. Digital Publication: Social Video. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) and (JRL 225 or MDIA 225 or MDIA 225S) with a minimum grade of C- in each. This course teaches students how to engage an audience by curating content and video and producing and packaging this information in explainer and short social videos for a professional digital publication called 100 Days. In addition, students obtain first-hand experience producing mobile-first content.

JRL 450. Writing for Health Promotion. 3 Hours.

PR: (JRL 101 or MDIA 101) and (PR 215 or ADV 215) with a minimum grade of C-. A writing-intensive course that examines the evolving field of health communication. Students write health messages for distinct audiences. Some topics include: provider-patient communication and persuasive messages for social networks, social influence, and social support.

JRL 452. Applied Health Promotion. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADV 215 or PR 215) with a minimum grade of C-. Primarily examines in-depth case studies of health communication messages with an emphasis on understanding how audiences are targeted and influenced by these messages.

JRL 454. Health Promotion Campaigns. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADV 215 or PR 215) with a minimum grade of C-. Applies IMC principles, theories, and techniques to multifaceted health promotion and disease prevention campaigns. Examines non-profit and public organizations that utilize IMC strategies to promote issues such as HIV/AIDS awareness, cancer screening, and child vaccinations.

JRL 457S. Advanced Adventure Media Production. 3 Hours.

PR: JRL 380S with a minimum grade of C-. Focuses on advanced video production for journalism or strategic communications purposes. Attention is given to in-depth story development and audience insight and engagement techniques associated with the story production. Involves direct practice of adventure sports or travel location-based video storytelling and audience building.

JRL 458. Interactive Media and Audience Building. 3 Hours.

This course introduces students to the latest and evolving attributes of media entrepreneurship, new economic models for media, and audience building across emergent platforms.

JRL 459S. Multimedia News Publication. 3 Hours.

PR: (JRL 225 or MDIA 225 or MDIA 225S) and (JRL 318 or JRL 318S or JRL 320 or JRL 320S) with a minimum grade of C- in all. In this lab/workshop-style capstone class for journalism majors, students will produce stories and multimedia packages for publication and broadcast.

JRL 467S. Public Affairs Show-Morgantown Today. 3 Hours.

PR: (JRL 380 or JRL 380S) or (JRL 386 or JRL 386S) with a minimum grade of C-. This course is run as an actual public affairs television show. This course will address matters of public policy and interest including topics on education, culture and politics. Students will learn how to produce, gather and report on public affairs issues. Students serve as the reporters, hosts and/or technical crew during show tapings at the Waterfront TV Studio.

JRL 484S. Advanced Sports and Adventure Video Production. 3 Hours.

PR: (JRL 380 or JRL 380S) with a minimum grade of C-. Focuses on sports and adventure sports video reporting and production for a magazine show. Production of the show includes in-the-field reporting, studio operations and producing. Attention is given to sports and adventure media industry standards.

JRL 487S. Advanced Video Reporting and Producing. 3 Hours.

PR: JRL 380 or JRL 380S or JRL 386 or JRL 386S with a minimum grade of C-. This course is run as an actual newsroom to teach students how to produce, gather and report news. Students are assigned "beats," and work individually and in teams to produce news for local broadcast. Students serve as the talent and/or technical crew during newscast tapings and learn how to promote their work and engage audiences via professional social media use.

JRL 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant. (Graded on a pass/fail basis.).

JRL 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. (Graded on a pass/fail basis.).

JRL 493. Special Topics. 1-6 Hours.

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

JRL 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

JRL 495. Independent Study. 1-3 Hours.

Faculty supervised study of topics not available through regular course offerings.

JRL 496. Senior Thesis. 1-3 Hours.

PR: Consent.

JRL 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study, or research.

JRL 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.

MEDIA STUDIES AND TECHNOLOGY (MDIA)**MDIA 101. Media and Society. 3 Hours.**

Examines the relationship between media, culture and society, with emphasis on the history, structure, and organization of the mass media.

MDIA 119. Reed College Multidisciplinary Orientation. 3 Hours.

PR: Admission into the College of Media MDS program. This course offers an orientation to the Reed College of Media's MDS program, including program requirements, departmental resources, curriculum options, student responsibilities and opportunities. This is a required course for the Reed College of Media B.A. Multidisciplinary Studies (MDS) program.

MDIA 191. First-Year Seminar. 1-3 Hours.

Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

MDIA 201. Digital & Social Media Literacy. 3 Hours.

This course teaches students to become perceptive news consumers and disseminators. It emphasizes critical thinking, recognition of bias, relevant history and practical strategies. Students will delve into distinctions of digital and social media messages, analyze forms of sourcing and explore the construction of credibility, bias and truth in the media that we use to build our view of the world.

MDIA 215S. Media Writing. 3 Hours.

PR: College of Media major or minor. Introduction to the fundamental reporting and storytelling skills that are the foundation of all media writing: print, radio, television, public relations, advertising and social media.

MDIA 225S. Media Tools & Applications. 3 Hours.

PR: Must be a College of Media major or Interactive Media Design minor. Intended for College of Media majors and Interactive Media Design minors, this lecture/lab course covers fundamental principles and practices of multimedia content gathering and editing in preparation for upper-level courses with the College of Media.

MDIA 231S. Introduction to Game Engine Applications. 1 Hour.

PR: Restricted to declared majors in Game Design & Interactive Media or Journalism. This course teaches the fundamentals of creating interactive media using the Unity game engine and C# programming. Students will build several working prototypes by analyzing programming problems to identify and implement the necessary components.

MDIA 245. Intro to Screenwriting. 3 Hours.

In this course, students will learn how skillful screenwriters create vivid characters, gripping conflict, strong dialogue and propulsive scenes.

MDIA 262. Coding for Media Applications. 3 Hours.

Introduces the principles and best practices of code development for visual interactive applications. The course covers the basics of interactive and programming code structures by introducing students to a variety of markup and interactive coding languages. Students will gain confidence with working with code through skill and knowledge based hands-on lessons and assignments.

MDIA 279. Introduction to Documentary Film. 3 Hours.

This course will introduce students to the history, theory and aesthetics of documentary filmmaking.

MDIA 293. Special Topics. 1-6 Hours.

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

MDIA 322S. Gaming Design and Digital Narrative. 3 Hours.

This course covers an introduction to the principles and practice of game design as a tool for interactivity, database storytelling, and audience building within journalism. The course will analyze case studies and provide hands-on development and application of game mechanics and game dynamics within journalism and strategic media across web, mobile, tablet and emergent augmented reality platforms.

MDIA 328. Media Ethics and Law. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. An in-depth exploration of the complex ethical and legal media landscape, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

MDIA 360S. Intro to Esports Production. 3 Hours.

This course will focus on team building and the basics of creating broadcast style content around an Esports event both in preproduction, formatting, and cultivating storylines for a gaming event(s).

MDIA 362. UI/UX Design for Media Applications. 3 Hours.

PR: JRL 262 or MDIA 262 with a minimum grade of C-. Introduces research and methods used in the field of User Experience design with an emphasis in digital media. Students learn to ideate, develop concepts, conduct user research and how to communicate user experiences to stakeholders.

MDIA 401. Making Media in the Digital Age. 3 Hours.

PR: MDIA 215S with a minimum grade of C-. Course builds understanding of media literacy based on current research and teaches discerning fact from fiction in media and creating meaningful media messages.

MDIA 422S. Intermediate Game Design. 3 Hours.

PR: MDIA 262 and (MDIA 322 or MDIA 322S) with a minimum grade of C-. Key concepts that students explore are interactive and game design in three-dimensional spaces within both the physical computing and purely digital media. Students will establish a critical awareness of computer-controlled environments through programming, interactions development, game design, and game theory.

MDIA 427. History of American Journalism, Media & Pop Culture. 3 Hours.

PR: JRL 101 or MDIA 101 with a minimum grade of C-. This course examines the globally situated history and development of American journalism, media, and popular culture from the colonial period to today.

MDIA 441. Sports and Adventure Media Internship. 1-3 Hours.

PR: (JRL 101 or MDIA 101) and (JRL 215 or MDIA 215) and (JRL 225 or MDIA 225) with a minimum grade of C- in each. This course provides exposure to the sports, sports media, adventure sports and adventure recreation industries, and to the media roles in these industries. Students will learn about sports and adventure sports media by completing professional experience in these industries.

MDIA 445S. Advanced Screenwriting. 3 Hours.

PR: MDIA 245 with a minimum grade of C-. Students will develop and write their own screenplays using the skills and concepts examined in the Introduction to Screenwriting course.

MDIA 455. Media, Identity, and Power. 3 Hours.

This course explores the interrelated issues of media, identity, and power through various theoretical, historical, and ethical approaches.

MDIA 460S. Advanced Esports Production. 3 Hours.

PR: MDIA 360S with a minimum grade of C-. This advanced course focuses on live and pre-produced video content production for Esports events.

MDIA 472S. Advanced Game Design. 3 Hours.

PR: (MDIA 322 or MDIA 322S) and (MDIA 422 or MDIA 422S) with a minimum grade of C- in each or by instructor permission. This course focuses on preparing students to work within a large professional game development studio environment, similar to independent (indie) game studio companies.

MDIA 485S. Reed College Multidisciplinary Capstone. 3 Hours.

PR: JRL 119 or MDIA 119 with a minimum grade of C- and College of Media MDS Major and departmental approval. Instructs students on the methods and advantages of multidisciplinary education. Includes an experimental project with real world relevance.

MDIA 493. Special Topics. 1-6 Hours.

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

PUBLIC RELATIONS (PR)**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.

PR 293. 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 or MDIA 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 324S. Public Relations Writing and Applications. 3 Hours.

PR: (JRL 215 or MDIA 215 or MDIA 215S) and (ADPR 215 or IMC 215 or PR 215 or STCM 215) with a minimum grade of C- in each. This course employs strategy and writing to engage various public relations audiences through the development of written public relations communication tactics such as social media releases, social media plans, media releases, public service announcements, speeches and broadcast writing. Some sections are offered as formal service learning opportunities.

PR 333S. Web Development. 3 Hours.

PR: (ADPR 215 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C-. 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 347S. Martin Hall Agency: Public Relations Tactics. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) with a minimum grade of C-. This course is part of a student-run advertising and public relations agency designed to be the closest to a real-world professional experience as is possible in the university setting. Students will learn about the global and diverse work conducted in an agency setting, while serving in a public relations-related staff position within the Martin Hall Agency.

PR 393. Special Topics. 1-6 Hours.

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

PR 401. Applied Public Relations. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADV 215 or PR 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 or MDIA 101) and (ADPR 215 or ADV 215 or PR 215 or STCM 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 ADPR 215 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 420S. International Public Relations. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) with a minimum grade of C-. This seminar-style course provides an in-depth examination of the unique challenges of global and multicultural public relations. Students learn about cultures across the world and analyze how these cultures affect international public relations practices.

PR 424S. Crisis Communication. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or STCM 315) with a minimum grade of C-. Crises can violate organization-public relationships, tarnish brands' reputations, and cause widespread human and material damages that are difficult for organizations, individuals, and communities to overcome. Ethical, evidence-based crisis communication play key roles. This course exposes students to the science and art of strategic crisis, emergency, and risk communication in a variety of contexts.

PR 426S. Advocacy Communication. 3 Hours.

This course is designed to introduce students to ethical and strategic advocacy communication practices. Students will learn practical skills commonly used to promote ideas and issues. The course takes an experiential learning approach, which means students will learn foundational concepts and professional skills through meaningful involvement in issue advocacy.

PR 428. Public Interest Communication. 3 Hours.

Public interest communication merges theory and practice to apply the art and science of strategic communication seeking widespread, sustained prosocial behavior change. Students explore science-grounded approaches toward communication in a variety of areas meaningful to society, such as public health, education, and various social movements. This course challenges and empowers students to use communication and media as responsible change agents.

PR 431. Promotion for Entertainment Media. 3 Hours.

PR: (JRL 101 or MDIA 101) and (ADPR 215 or ADV 215 or PR 215 or STCM 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 or MDIA 101) and (ADPR 215 or ADV 215 or PR 215 or STCM 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 or MDIA 101) and (ADPR 215 or ADV 215 or PR 215 or STCM 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.

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.

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.

This course offers an application of knowledge of how events operate and an examination of what tactics can lead to success.

PR 455S. Strategic Event Planning and Promotion. 3 Hours.

PR: (ADV 315 or ADV 315S or PR 324 or PR 324S or 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: (ADPR 421 or 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 494. 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 (STCM)

STCM 315. Strategic Advertising and Public Relations Writing. 3 Hours.

PR: (ADPR 215 or ADV 215 or PR 215 or STCM 215) and (JRL 215 or MDIA 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 319. Advertising and Public Relations Design. 3 Hours.

PR: JRL 215 and (ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. This course is an introduction to the Adobe Creative Suite and will cover the basics of Adobe Acrobat, InDesign, Illustrator and Photoshop software. Students will learn the vocabulary, methods, processes and necessary skills to produce professional layouts and design for advertising and public relations work in various media to reach diverse audiences.

STCM 493. 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.