

# Strategic Communications

---

## Strategic Communications -- Advertising and Public Relations

The strategic communications major teaches students how to develop and produce persuasive and educational messages and integrated communications campaigns that employ both public relations and advertising tactics. Students in this major select an area of emphasis (AOE) in either advertising or public relations to complement their integrated strategic communications coursework. Both majors require advanced skills in writing and oral communication.

Students build skills in writing, research, graphic design, event planning, media planning, crisis communications, and campaign development and management. Students plan and produce promotional and educational campaigns and materials for actual clients, which include nonprofit and small community and University projects, gaining real-world experience that can lead to careers in advertising and public relations agencies, corporations, nonprofits, government, education, entertainment, sports, healthcare, and other public-sector fields.

The College boasts an active faculty-advised and student-run integrated communications agency, Martin-Hall Agency (<http://journalism.wvu.edu/student-resources/clubs-organizations>), and an award-winning Public Relations Student Society of America chapter. These organizations offer students professional networking opportunities and application of advertising and public relations knowledge into campaign experience.

### ADVERTISING AREA OF EMPHASIS

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

### PUBLIC RELATIONS AREA OF EMPHASIS

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

---

## FACULTY

### PROGRAM COORDINATOR

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

### ASSOCIATE PROFESSORS

- Hongmin Ahn - Ph.D. (University of Texas at Austin)  
Advertising
- Dana Coester - M.A. (University of Missouri-Columbia)  
Media Innovation Center, Creative Director
- Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)  
Public Relations
- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)  
Widmeyer Professor in Public Relations

### ASSISTANT PROFESSORS

- Julia Fraustino - Ph.D. (University of Maryland)  
Public Relations
- Geah Pressgrove - Ph.D. (University of South Carolina)  
Public Relations

### TEACHING ASSOCIATE PROFESSOR

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

## TEACHING ASSISTANT PROFESSOR

- Catherine Mezera - M.S.J. (West Virginia University)  
Advertising

## SENIOR LECTURER

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

Click the appropriate link below to view the corresponding Area of Emphasis (AOE) Requirements and Suggested Plans of Study.

- Advertising (p. 4)
- Public Relations (p. 5)

## GENERAL EDUCATION FOUNDATIONS

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

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

### General Education Foundations

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

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Degree Requirements

JRL 191	College of Media Orientation	3
---------	------------------------------	---

### General Education Requirements

GEF 1, 2, 3, 5, 6, and 7		22
--------------------------	--	----

### Non-Journalism/Media Requirements

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

BUSA 201	Survey of Economics	3
BUSA 330	Survey of Marketing	3
HIST 153	Making of Modern America: 1865 to the Present	3
POLS 102	Introduction to American Government	3
STAT 111	Understanding Statistics	3
English literature or Creative Writing course		3
Two semesters of any foreign language/computer coding course or one language/coding course + study abroad		6
Select one of the following:		3
PSYC 101	Introduction to Psychology	
SOCA 101	Introduction to Sociology	
SOCA 105	Introduction to Anthropology	

### Strategic Communications Core

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

JRL 101	Media and Society (may fulfill GEF 4)	3
---------	---------------------------------------	---

JRL 215	Media Writing (fulfills Writing and Communication Skills requirement)	3
JRL 225	Media Tools & Applications	3
JRL 428	Media Ethics and Law	3
STCM 215	Introduction to Strategic Communications	3
STCM 315	Strategic Advertising and Public Relations Writing	3
STCM 421	Advertising and Public Relations Audience	3
STCM 459	Strategic Communication Campaigns for Public Relations and Advertising	3

**Required Area of Emphasis**

Select one of the following Areas of Emphasis (details below): 9

Public Relations (PR)

Advertising (ADV)

**Required Minor** <sup>\*</sup> 15

**General Electives** <sup>\*\*</sup> 20

Total Hours 120

**English Literature or Creative Writing Courses**

English Literature		
ENGL 131	Poetry and Drama	3
ENGL 132	Short Story and Novel	3
ENGL 139	Contemporary African Literature	3
ENGL 154	African American Literature	3
ENGL 156	Literature of Native America	3
ENGL 225	Western World Literature	3
ENGL 226	Non-Western World Literature	3
ENGL 232	Poetry	3
ENGL 233	The Short Story	3
ENGL 234	Drama	3
ENGL 235	Novel	3
ENGL 236	The Bible as Literature	3
ENGL 241	American Literature 1	3
ENGL 242	American Literature 2	3
ENGL 251	American Folklore and Culture	3
ENGL 252	Appalachian Fiction	3
ENGL 253	Southern Writers	3
ENGL 254	African American Literature	3
ENGL 257	Science Fiction and Fantasy	3
ENGL 258	Popular American Culture	3
ENGL 261	British Literature 1	3
ENGL 262	British Literature 2	3
ENGL 263	Shakespeare 1	3
ENGL 272	Modern Literature	3
ENGL 273	Contemporary Literature	3
ENGL 285	Images of Women in Literature	3
Creative Writing		
ENGL 111	Introduction to Creative Writing	3
ENGL 212	Creative Writing: Fiction	3
ENGL 213	Creative Writing: Poetry	3
ENGL 214	Creative Writing: Non-Fiction	3

\* Students must complete an officially sanctioned minor outside the College of Media. However, students may pursue the Sport Communication minor, which is offered jointly by the College of Media and the College of Physical Activity and Sport Sciences, or the Interactive Media and Design minor, which is offered jointly by the College of Media and the College of Creative Arts. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor. Some minors require 18 hours of coursework instead of 15 hours.

\*\* General Education and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree. College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/mass communications courses.

## Advertising (ADV) Area of Emphasis Requirements

Students learn how to develop and produce persuasive messages and advertising campaigns. Students build skills in writing, research, graphic design, direct marketing, media planning, and campaign management. Advertising students plan and produce advertising campaigns for actual clients, gaining real-world experience that can lead to careers in advertising agencies, corporations and public-sector fields.

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

Choose three 400-level classes from the following:		9
ADV 401	Creative 1	
ADV 403	Media Planning/Strategy	
ADV 451	Interactive Marketing Communications	
ADV 455	Creative 2	
STCM 438	Branded Content and Narrative	
STCM 439	Strategic Social Media	
STCM 452	Strategic Communication Strategy and Management	
Total Hours		9

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

### First Year

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

### Second Year

Fall	Hours Spring	Hours
GEF 2B	4 GEF 6	3
GEF 5	3 HIST 153	3
ENGL 102 (GEF 1)	3 STCM 315	3
JRL 225	3 BUSA 330	3
BUSA 201	3 Elective	2
	16	14

### Third Year

Fall	Hours Spring	Hours
STAT 111	3 STCM 421	3
GEF 7	3 400-level AOE course	3
400-level AOE course	3 Minor course	3
Minor course	3 Elective Courses	6
Elective	3	
	15	15

**Fourth Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
STCM 459	3 JRL 428	3
POLS 102	3 Minor course	3
400-level AOE course	3 Elective courses	9
Minor courses	6	
	15	15

---

Total credit hours: 120

**Public Relations (PR) Area of Emphasis Requirements**

Students learn how to communicate with multiple stakeholders to achieve business objectives, create media campaigns and plan events for nonprofit organizations, private firms, government agencies and businesses. Public relations students develop traditional communication and social media plans, public service announcements, videos, media kits, brochures, speeches, and press releases. While focusing on public relations, students also receive a solid education in writing, research, interviewing skills, and media and audience analysis.

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

Select one of the following:		3
JRL 319	Editing and Curation	
PR 319	Creative Design and Strategy	
PR 333	Web Development	
Any two 400-level JRL, PR, or STCM classes		6
Total Hours		9

**Suggested Plan of Study for Public Relations (PR) Area of Emphasis****First Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
ENGL 101 (GEF 1)	3 ENGL literature or Creative Writing course	3
JRL 101 (GEF 4)	3 JRL 215	3
STCM 215	3 GEF 3	3
Language	3 Language	3
JRL 191 (Fulfills WVUE 191 requirement)	3 Select one of the following: PSYC 101 SOCA 101 SOCA 105	3
	15	15

**Second Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
GEF 2B	4 GEF 6	3
GEF 5	3 HIST 153	3
ENGL 102 (GEF 1)	3 BUSA 330	3
BUSA 201	3 Select one of the following:	3
JRL 225	3 JRL 319 PR 319 PR 333 Elective	2
	16	14

**Third Year**

<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
GEF 7	3 STAT 111	3
POLS 102	3 400-level AOE course	3
STCM 315	3 Minor course	3
Minor course	3 Elective Courses	6

Elective	3	
	15	15
<b>Fourth Year</b>		
<b>Fall</b>	<b>Hours Spring</b>	<b>Hours</b>
STCM 421	3 STCM 459	3
400-level AOE course	3 JRL 428	3
Minor courses	6 Minor course	3
Elective	3 Electives	6
	15	15

Total credit hours: 120

## Major Learning Goals

### STRATEGIC COMMUNICATIONS

The Reed College of Media states as its learning goals the values and competencies of its national accrediting body, the Accrediting Council for Education in Journalism and Mass Communications, which appear under information about the B.S. in Journalism degree. In addition, the College faculty have set other specific educational outcomes deemed critical for success as professional communicators. These additional educational outcomes for strategic communications majors are:

1. Strategic communications graduates will understand how to serve diverse publics and will be prepared to either work in the field or to pursue advanced educational opportunities.
2. Strategic communications graduates will demonstrate professional competency in preparing campaign plans, including obtaining, analyzing and interpreting data; establishing goals and objectives; identifying appropriate strategies; developing creative tactics; and understanding budgeting, timeframes, and success indicators/evaluation.
3. Strategic communications graduates will demonstrate the ability to professionally present ideas in all forms: written, verbal, and with the use of appropriate digital/electronic audio-visual materials.
4. Strategic communications graduates will understand the working relationship between advertising and public relations, as well as related marketing communications vehicles (e.g., direct marketing, sales promotion), and demonstrate specialized knowledge of media planning and placement.
5. Strategic communications graduates will be able to demonstrate knowledge and understanding of communication ethics and law as it applies to advertising, media and public relations.
6. Strategic communications graduates will be able to work effectively in teams and work collaboratively to create messages, solve problems and develop and implement integrated communication strategies.