

Advertising and Public Relations Major (AA Journalism) – FA18

Course Number/Name	Course	GEF	Cr.	Semester	Grade
First Year					
First Semester			14		
STCM 215 Introduction to Strategic Communications *			3		
JRL 101 Media and Society *		4	3		
ENGL 101 Introduction to Composition and Rhetoric		1	3		
Foreign Language **			3		
JRL 191 College of Media Orientation (FYS course)			2		
Second Semester			15		
JRL 215 Media Writing *			3		
ENGL literature or creative writing course			3		
GEF Elective: Math & Quantitative Skills		3	3		
PSYC 101 or SOCA 101 or SOCA 105			3		
Foreign Language **			3		
Second Year					
First Semester			16		
JRL 225 Media Tools & Applications *			3		
ENGL 102 Composition, Rhetoric and Research		1	3		
BUSA 330 Survey of Marketing			3		
GEF Elective: Science & Technology		2B	4		
GEF Elective: Human Inquiry & the Past		5	3		
Second Semester			15		
STCM 315 Strategic Advertising & PR Writing *			3		
BUSA 201 Survey in Economics			3		
HIST 153 Making of Modern America 1865 – Present			3		
GEF Elective: The Arts & Creativity		6	3		
Elective			3		
Total Credits Required			60		

* Students who plan to continue at WVU-Morgantown will need to earn a grade of C or higher in all major courses.

** Students who take the foreign language placement test and complete the course they placed into with a grade of B or higher will receive retroactive credit for all courses they tested out of.

*** Students who continue at WVU-Morgantown must complete all GEF requirements to earn the BSJ. Required non-major courses that will NOT also double as GEF fulfillment include BUSA 201, BUSA 330, HIST 153, STAT 111, an English literature or creative writing course, and one of the following social science courses: PSYC 101, SOCA 101, or SOCA 105.