



ADVERTISING

Perley Isaac Reed School of Journalism

The Advertising major teaches students 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 businesses, gaining real-world experience that can lead to careers at advertising agencies, corporations, and public-sector fields.

The School boasts an active Advertising Club that offers students professional networking opportunities and application of advertising knowledge into campaign building. Ad Club members participate in the national AAF Competition and the School's own IMCY Award Competition, among others.

The School also helps place students in internships that offer hands-on experience beyond the classroom. Students participate in internships everywhere from top New York advertising agencies to Capitol Hill and the White House.

Advertising graduates have gone on to become successful account executives, art directors, creative directors, corporate advertising directors, and media planners. They work with top advertising firms, and some own their own agencies.

For more information, contact Advising Director Jan Boyles at 304-293-3505, ext. 5414 or via e-mail at Jan.Boyles@mail.wvu.edu. You can also visit the website at <http://journalism.wvu.edu/>.

Perley Isaac Reed School of Journalism

The WVU Perley Isaac Reed School of Journalism is a student-centered school that has been graduating mass communications specialists since 1939.

While rooted in tradition, the School offers an innovative, student-centered curriculum and real-world experiences that prepare students for careers in 21st century mass communications. Journalism students learn by doing, using state-of-the-art equipment and cutting-edge media technology. And our award-winning faculty work one-on-one with students to help launch their careers and dreams.

Community outreach and service learning are incorporated into our journalism, public relations, advertising, and integrated marketing communications programs. Teaching in all the program areas embraces a coaching/mentoring philosophy that results in real products—stories, broadcasts, campaigns, and projects—that are published and adopted by real clients. Our students learn in an intimate, hands-on environment from faculty with extensive professional experience.

The School of Journalism typically offers more than \$75,000 in scholarships to its students each year. A growing number of scholarships are available to freshmen.

According to alumni surveys, 94% of WVU Perley Isaac Reed School of Journalism graduates find jobs in their fields or enroll in graduate school within a year. While they're still in school, our students get a foot in the door at top regional and national newspapers, TV stations, public relations firms, and advertising agencies—thanks to our strong internship program. Students can earn money and course credit for their internship work. Students also have the opportunity to work for U-92 (the campus radio station) and for *The Daily Athenaeum* (the daily student newspaper). Journalism students also work part-time at local newspapers, television affiliates, private firms, and nonprofit organizations.

Admission

Students interested in majoring in journalism must first apply to West Virginia University and be accepted. To be eligible for direct admission into the School of Journalism, students must have at least a 2.75 unweighted high school GPA and either a 23 ACT English score or a 530 SAT verbal score. Students who do not meet the direct admit requirements may declare a Pre-Journalism major. All students must take the Journalism Qualifying Exam (JQE). Direct admits will gain full admission into the School of Journalism upon earning a competitive score on the JQE. Pre-Journalism majors will apply for admission into the Journalism School while enrolled in Journalism 215.

Accreditation

In 2004, the Perley Isaac Reed School of Journalism unanimously received full reaccreditation from the Accrediting Council on Education in Journalism and Mass Communications. The School is one of 107 in the nation with such a distinction. West Virginia University is fully accredited by the North Central Association of Colleges and Schools.



{ it starts here }

West Virginia University ♦ 2009

Curriculum

To gain enrollment in Journalism 215, all students must earn a grade of C or better in Journalism 101, ULIB 101, and English 101 and 102 (or English 103). Students must also earn a competitive score on the Journalism Qualifying Exam (JQE). Students are allowed to take the JQE up to three times.

All Journalism majors must complete 30-38 hours of courses within the School of Journalism. Students will take most of their major courses during their junior and senior years. Depending on the chosen major, students may take courses in a variety of areas including news writing, Web design, television production, or advertising copywriting. Students must also meet the School of Journalism General Education Curriculum requirements and complete a minor to fulfill the minimum 128 hours needed for graduation from WVU.

Of the 128 credit hours to graduate, School of Journalism students must take a minimum of 80 credit hours outside of the School of Journalism. At least 65 of the total credit hours taken outside of the School of Journalism must be liberal arts courses. Minimum credit hours to be taken within the School of Journalism are determined by specific programs.

Students must take these courses to graduate. Your actual schedule may differ.

Course Work

1st Semester: Courses	Credits	5th Semester: Courses	Credits
JQE	N/A	ECON 201	3
Obj. 1 ENGL 101	3	ADV 315	3
Obj. 6 PHIL 100 OR 130	3	ADV 403	3
Obj. 2 Lab Science	4	NE/JRL 428	3
Obj. 5 course from approved list	3	Minor/2nd Concentration	3
Obj. 6 JRL 115/UNIV 101 (or equiv.)	1	ACCT 201/BUSA 340	3
Obj. 8 JRL 101	3	Total Credits	18
Total Credits	17		

2nd Semester: Courses	Credits	6th Semester: Courses	Credits
Obj. 1 ENGL 102	3	ADV 401/451	3
Obj. 2 Same Lab Science	4	JRL 421	3
Obj. 3 HIST 152	3	ECON 202	3
POLS 102	3	Minor	3
ULIB 101	1	BUSA 320/330	3
Total Credits	14	Total Credits	15

3rd Semester: Courses	Credits	7th Semester: Courses	Credits
Obj. 2 MATH 121 (or other math)	3	Obj. 7 course from approved list	3
Foreign Language	3	JRL 489	3
Obj. 4 course from approved list	3	Minor	3
HIST 153	3	Minor	3
ENGL literature from approved list	3	General Elective	1
JRL 215	3	Total Credits	13
Total Credits	18		

4th Semester: Courses	Credits	8th Semester: Courses	Credits
Obj. 2 STAT 111 (or equiv.)	3	ADV 459	3
PSYC 101	3	SOJ Electives	3
Same Foreign Language	3	Minor	3
POLS 220	3	Minor	3
ADV 215	3	General Elective	3
Obj. 9 course from approved list	3	Total Credits	15
Total Credits	18		

Course Work

Please see the current *WVU Undergraduate Catalog* for complete course descriptions and prerequisites. The School of Journalism has specific GEC requirements. Please see the School's advising center for a list of approved courses. Many classes have prerequisites. Some courses are available only once a year; it is the student's responsibility to arrange his/her schedule accordingly.

Career Opportunities

Graduates find careers in advertising agencies, corporate advertising departments, direct marketing, integrated marketing communications, retail advertising, promotion, and media advertising sales. Advertising graduates also work as advertising managers overseeing account, creative, and media service departments at radio and television stations, newspapers, and magazines.

Graduate School Opportunities

The P.I. Reed School of Journalism offers a graduate degree in Journalism and the first totally online master's degree program in Integrated Marketing Communications. Journalism graduates often use their undergraduate education as a superior training ground for entering law school or other highly specialized graduate programs.

Majors in the Perley Isaac Reed School of Journalism

Advertising:	B
Broadcast News:	B
Integrated Marketing Communications:	M
Journalism:	B, M
News-Editorial:	B
Public Relations:	B

B = Bachelor's; M = Master's; D = Doctorate

For more information, contact
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