

# Westmoreland Community College & West Virginia University



Associate of Arts in Liberal Arts leading to  
 Bachelor of Science in Advertising & Public Relations (WVU-B.S.J.)  
 Suggested Plan of Study



Westmoreland Community College	Hours	WVU Equivalents	Hours
<b>Year One, 1<sup>st</sup> Semester</b>			
PDV 101: First Year Seminar	1	WVUE 191: First-Year Seminar	1
ENG 161: College Writing	3	ENGL 101: Composition and Rhetoric	3
CPT 150: Microcomputer Concepts	3	CS 1TC: Microcomputer Concepts	3
POL 155: American National Government	3	POLS 102: Intro American Government	3
General Elective	3	General Elective	3
<b>TOTAL</b>	13		13
<b>Year One, 2<sup>nd</sup> Semester</b>			
ENG 164: Advanced Composition	3	ENGL 102: Composition and Rhetoric	3
SPC 155: Effective Speech	3	MDS 270: Effective Public Speaking	3
*MTH 160: Introduction Statistics	3	STAT 211: Elementary Statistical Inference	3
PSY 160: Introduction to Psychology or SOC 155: Introduction to Sociology	3	PSYC 101: Introduction to Psychology or SOC 101: Introduction to Sociology	3
Natural Science Elective	4	Natural Science Elective	4
<b>TOTAL</b>	16		16
<b>Year Two, 1<sup>st</sup> Semester</b>			
ECN 255: Macroeconomics	3	ECON 202: Principles of Macroeconomics	3
Foreign Language 155	3	Foreign Language 101	3
ENG 264: Introduction to Journalism	3	MDIA 215S: Media Writing	3
SPC 156: Interpersonal Communication	3	COMM 202: Interpersonal Communication	3
HIS 256: Modern U.S. and PA History	3	HIST 153: Making Modern America: 1865-Present	3
<b>TOTAL</b>	15		15
<b>Year Two, 2<sup>nd</sup> Semester</b>			
Natural Science Elective	4	Natural Science Elective	4
Foreign Language 156	3	Foreign Language 102	3
ENG 279: Women's Literature or ENG 290: Shakespeare	3	ENGL 285: Images of Women in Literature or ENGL 263: Shakespeare 1	3
ECN 256: Microeconomics	3	ECON 201: Principles of Microeconomics	3
SPC 157: Fundamental of Small Group Comm	3	COMM 112: Small Group Communication	3
<b>TOTAL</b>	16		16

West Virginia University			
Year Three, 1 <sup>st</sup> Semester		Year Three, 2 <sup>nd</sup> Semester	
MDIA 101: Media and Society	3	ADV 315S: Advertising Copywriting or PR 324S: Public Relations Writing and Applications (AoE Elective 1)	3
MDIA 225S: Media Tools & Applications	3	ADPR 319S: Creative Design and Strategy (AoE Elective 2)	3
ADPR 215S: Intro to Advertising & Public Relations	3	MDIA 328: Media Ethics and Law	3
Minor Course (1)	3	BCOR 350: Principles of Marketing	3
General Elective	3	Minor Course (2)	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
Year Four, 1 <sup>st</sup> Semester		Year Four, 2 <sup>nd</sup> Semester	
AoE Elective (3)	3	ADPR 457S: Martin Hall Agency Experience or ADPR 459S: Strategic Communication Campaigns for Public Relations and Advertising (Capstone)	3
ADPR 421S: Advertising & PR Audience Insights & Analysis	3	AoE Elective (4)	3
JRL 427/MDIA 427 or MDIA 455 OR MDIA 401	3	Minor Course (5)	3
Minor Course (3)	3	General Elective	3
Minor Course (4)	3	General Elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

For this agreement, the following substitution will be made:

- ECN 256 is equivalent to ECON 201. It will be substituted for ECON 200.

Students who maintain a 2.0 GPA will be directly admitted into the Advertising and Public Relations (ADPR) program upon transferring to West Virginia University. Those students who have below a 2.0 GPA must have a C- or better in ENG 264 (MDIA 215S) to be admitted into the Advertising and Public Relations program within the Reed College of Media upon transferring.

\*Students are required to complete STAT 111 as a College of Media requirement. Students who complete MATH 160 at WCCC, will have completed the WVU equivalent of STAT 211, therefore, the STAT 111 requirement will be fulfilled as well as the Math Requirement at WVU. The student will need to complete an elective to meet the 120-hour WVU requirement.

ADPR majors are required to declare a minor. Students should work with their faculty advisor to complete this task.


ADPR majors are required to pick an area of emphasis in either advertising or public relations (12 hours total-AoE electives=four classes).

Students transferring to West Virginia University with an Associate of Arts or Associate of Science degree will have satisfied the General Education Foundation requirements at WVU.

Students who have questions about admission into their intended program, GEF requirements, or any other issue relating to academics at West Virginia University should contact the Office of Undergraduate Education at WVU.

The above transfer articulation of credit between West Virginia University and Westmoreland County Community College, is approved by the Dean, or the Dean's designee, and effective the date of the signature.

Gina Martino Dahlia  
Print Name

  
Signature

November 2, 2022  
Date

Gina Martino Dahlia, Assistant Dean of Academic Affairs, WVU Reed College of Media