

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
Year One, 1st Semester			
ENG 161: College Writing	3	ENGL 101: Composition and Rhetoric	3
SPC 155: Effective Speech	3	CSAD 270: Effective Public Speaking	3
*MTH 160: Introduction Statistics	3	STAT 211: Elementary Statistical Inference	3
POL 155: American National Government	3	POLS 102: Intro American Government	3
Elective	3	General Elective	3
TOTAL	15		15
Year One, 2nd Semester			
ENG 164: Advanced Composition	3	ENGL 102: Composition and Rhetoric	3
CPT 150: Microcomputer Concepts	3	CS 1TC: Microcomputer Concepts	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
BUS 244: Business Statistics	3	ECON 225: Elementary Business/Economics Stat	3
HIS 256: Modern U.S. and PA History	3	HIST 153: Making Modern America: 1865-Present	3
TOTAL	15		15
Year Two, 1st Semester			
Natural Science Elective	4	Natural Science Elective	4
ENG 264: Introduction to Journalism	3	MDIA 215: Media Writing	3
Foreign Language 155	3	Foreign Language 101	3
ECN 255: Macroeconomics	3	ECON 202: Principles of Macroeconomics	3
SPC 156: Interpersonal Communication	3	COMM 202: Interpersonal Communication	3
TOTAL	16		16
Year Two, 2nd Semester			
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
TOTAL	16		16

WEST VIRGINIA UNIVERSITY			
Year Three, 1 st Semester		Year Three, 2 nd Semester	
MDIA 101: Media and Society	3	ADV 315: Advertising Copywriting or PR 324: Public Relations Writing and Applications (AoE Elective 1)	3
MDIA 225: Media Tools & Applications	3	ADV Elective or PR 319: Creative Design and Strategy (AoE Elective 2)	3
ECON 200: Survey of Economics	3	MDIA 328: Media Ethics and Law	3
ADPR 215: Introduction to Advertising and Public Relations	3	BCOR 350: Principles of Marketing	3
Minor Course (1)	3	Minor Course (2)	3
TOTAL	15	TOTAL	15
Year Four, 1 st Semester		Year Four, 2 nd Semester	
AoE Elective (3)	3	ADPR 457: Martin Hall Agency Experience or ADPR 459: Strategic Communication Campaigns for Public Relations and Advertising (Capstone)	3
ADPR 421: Advertising & PR Audience Insights & Analysis	3	AoE Elective (4)	3
Minor Course (3)	3	Minor Course (5)	3
Minor Course (4)	3	Elective	3
Elective	3	Elective	3
TOTAL	15	TOTAL	15

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 215) 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 in order 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.

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



Jan. 17, 2022

Print Name

Signature

Date

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

2021-2022