

**Westmoreland County Community College & West Virginia University**

Associate of Arts in Liberal Arts A.A. leading to  
**Bachelor of Science in Advertising & Public Relations B.S.J.**  
**Suggested Plan of Study**



Westmoreland County 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
Natural Science Elective	4	Natural Science Elective	4
PSY 160: Introduction to Psychology or SOC 155: Introduction to Sociology	3	PSYC 101: Introduction to Psychology or SOC 101: Introduction to Sociology	3
<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 240: Science Fiction ENG 255: Intro to Literature ENG 270: British Literature or ENG 276: African American Literature	3	ENGL 257: Science Fiction & Fantasy ENGL 132: Short Story & Novel ENGL 261: British Literature I or ENGL 154: African American Literature	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>			
ECN 256: Microeconomics	3	ECON 201: Principles of Microeconomics	3
Foreign Language 156	3	Foreign Language 102	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
<b>TOTAL</b>	15		15

West Virginia University			
Summer Session		MDIA 215S (If offered Online)	3
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 215S (if not taken in the Summer) or General Elective	3	ADPR 319S: Creative Design and Strategy (AoE Elective 2)	3
MDIA 225S: Media Tools & Applications	3	MDIA 328: Media Ethics and Law	3
ADPR 215S: Intro to Advertising & Public Relations	3	BCOR 350: Principles of Marketing	3
Minor Course (1)	3	Minor Course (2)	3
<b>TOTAL</b>		<b>TOTAL</b>	
15		15	
Year Four, 1 <sup>st</sup> Semester		Year Four, 2 <sup>nd</sup> Semester	
ADPR 421S: Advertising & PR Audience Insights & Analysis	3	ADPR 457S: Martin Hall Agency Experience or ADPR 459S: Strategic Communication Campaigns for Public Relations and Advertising (Capstone)	3
MDIA 427 or MDIA 455 OR MDIA 401	3	AoE Elective (4)	3
AoE Elective (3)	3	Minor Course (5)	3
Minor Course (3)	3	General Elective	3
Minor Course (4)	3	General Elective	3
<b>TOTAL</b>		<b>TOTAL</b>	
15		15	

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 College of Creative Arts and Media upon transferring.

\*Students are required to complete STAT 111 as a CCAM 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

September 7, 2024

Print Name

Signature

Date

Gina Martino Dahlia, Associate Dean of Student Success & Enrollment, College of Creative Arts and Media