

About Online Courses for Non-WVU Students

The School of Journalism offers a variety of journalism courses available to students from other universities and colleges who may be able to substitute these courses for credit hours at their own institutions.

The following online courses are available to non-WVU students:

JRL 101 Intro to Mass Communication, 3 hours

Course examines the mass communicator's role in developing political, social, and economic fabrics of a democratic society. Organization and function of newspapers, magazines, broadcast stations, and other principle media, including the role of advertising and public relations are reviewed.

ADV 215 Principles of Advertising, 3 hours

An introduction to all sides of the advertising field and to the process, quantitative, strategic, and aesthetic, by which the sales message is planned, produced, and delivered.

PR 215 Introduction to Public Relations, 3 hours

Introduces students to the principles of public relations. Definition and historical development, opportunities and challenges, techniques, and management of public relations are included.

JRL 489 Media Issues and Ethics

In-depth study of contemporary media issues such as right of access to media and morality and ethics in news and advertising; new FTC and FCC regulations; media responsibility to society; social responsibility of media professionals.

NE 428 Media Law

The law as it affects mass media. Considered are such areas as libel, privacy, public records, criminal pre-trial publicity, freedom of information, and obscenity.

All courses are taught completely online via WVU's eCampus. Students need to plan on logging into eCampus daily during the week but can do so at the time of their own choosing. Students should budget the same amount of time for an online class as they do for classroom classes.

Students may enroll at WVU using a Guest Application/Registration form, which is valid for one term of admission. The application cost is \$15. This enables visiting students to take up to 12 hours of undergraduate courses offered by WVU Extended Learning.

Guest students are admitted as non-degree undergraduate students. The hours earned in this non-degree status may or may not count toward a degree program, and students are encouraged to talk with their academic advisors. Download a WVU Guest Application/Registration form at <http://www.elearn.wvu.edu/Registration/forms/GuestApp.pdf>.

For more information, contact the P.I. Reed School of Journalism Undergraduate Extended Learning Coordinator at sojexlearning@mail.wvu.edu.