

Advertising/Public Relations

Department of Broadcasting & Journalism, College of Fine Arts & Communication



Program of Study

The Department of Broadcasting and Journalism offers a Bachelor of Arts in Broadcasting and Journalism. The curriculum is designed to provide a comprehensive program for students wanting to work in today's media. All of our students have a foundation in basic media history, production, and delivery before focusing in sports broadcasting, multimedia journalism, broadcast production, and advertising/public relations. They also receive valuable hands-on experience and mentorship in our program. Students produce programming for ESPN and wiutv3 using state-of-the-art, high-definition television facilities and operate an FM broadcast station, WIUS. Graduates of the program enter various careers in television, radio, sports broadcasting, advertising, public relations, and post-production operations, including directing, producing, reporting, on-air talent programming, sales, advertising, sports, and post-production. Our students are winning state, regional, and national competitions and receiving important recognition that separates them from others seeking internships and jobs.

Advertising/Public Relations

The advertising/public relations option provides students an opportunity to build both the creative and strategic skills necessary to pursue a successful career in public relations or advertising. Classes in this program focus on the techniques and processes used to create, produce, and place persuasive messages in both paid and earned media. Students in this program will also learn how to use the media to creatively and effectively deliver messages utilizing an integrated mix of traditional and new media and to develop complete campaign plans for a variety of products and services. In addition, Western's Public Relations and Advertising Club provides opportunities for students to build a network, develop leadership skills, attend career fairs, and work with other students and businesses on real-world projects as they build their professional portfolio.

Students who major in public relations prepare for careers in business, marketing, communications-related fields. Students learn how to work with clients as they plan PR campaigns to build and maintain relationships with the public. Students gain experience through classroom instruction, hands-on opportunities, and real-life public relations cases. Students harness PR skills through crafting press releases, pitching ideas to media, conducting market research, and preparing media kits.

Core Classes

BC&J 100 – Introduction to Mass Communication
 BC&J 101 – Digital Media Production I
 BC&J 200 – Introduction to AP Writing and Reporting
 BC&J 201 – Introduction to Broadcast Writing and Reporting
 BC&J 400 – Mass Communication Law and Ethics

Option Courses

BC&J 340 – Fundamentals of Public Relations
 BC&J 341 – Advertising Principles and Practice
 MKTG 327 – Marketing Principles
 MKTG 331 – Promotional Concepts

Directed Electives (one of the following sequences)

Advertising sequence:

BC&J 342 – Creative Strategy in Advertising
 BC&J 343 – Advertising Media Planning
 BC&J 344 – Advertising Copy and Layout

Public Relations sequence:

BC&J 345 – Public Relations Strategy
 BC&J 346 – Public Relations Writing
 BC&J 456 – International Public Relations

Why Western?

Students majoring in broadcasting and journalism have the unique opportunity to work in news and live sports production, audio, video, digital media, social media, and post-production with experienced faculty from freshman year to graduation. Students work on projects and live events as they learn. Classes are small. The department is dedicated to providing the latest in media technologies to its students. Our majors have a long tradition of winning awards at the state, regional, and national levels. The WIU Broadcasting and Journalism department has an excellent internship program that provides students with learning opportunities in professional broadcast settings around the world. Our alumni work in the varied fields of broadcast, cable, digital media, advertising, public relations, post-production and sports.

Honors in Broadcasting and Journalism

To be eligible for the Centennial Honors College, entering freshmen must meet two of the following three criteria: Have an 1160 SAT (24 ACT), have a 3.4/4.0 GPA or higher, or be in the top 15 percent of their graduating class. General honors seminars in the humanities, sciences and social sciences provide students with the opportunity to explore key academic issues with distinguished faculty members.

Scholarships

A number of scholarships are available for all broadcasting and journalism majors during their time at WIU. Freshmen can apply for \$1,000 tuition waivers online. Other department scholarships are available online at wiu.edu/cofac/bcj/scholarship.php.

Internships

Students with a 2.5+ grade point average and the prerequisite courses usually apply for broadcast internships. Internships provide students with experience in professional environments and often lead to continuing employment or provide excellent references and contacts for future employment. Students have completed internships at the following locations.

WGN-TV, Atlantic Coast Conference Media, WMAQ-TV, NBC Sports Chicago, KMOV-TV, Turner Sports, Fox Midwest Sports, WHBF-TV, WQAD-TV, WIFR-TV, WGEM-TV, In Touch Media, Chicago Sky, Minor League baseball (Illinois, Minnesota, North Carolina, Arkansas, Alaska), ESPN Radio, WGCI-FM, Merlin Media, Hubbard Radio.



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