

**2023 - 2024 Bachelor of Arts in Public Relations****48 Units**

Use this checklist in combination with your official Academic Requirements Report (ARR). This checklist is not intended to replace advising. Consult the advisor for appropriate course sequencing. *Curriculum changes in progress. Requirements subject to change.*

To be considered for admission to the major, complete the following Major Specific Requirements (MSR) by 60 units:

- Minimum 2.0 overall GPA
- Grades of "C" or better in GE Foundations, Arts and Humanities (Category C), and Social Science and Citizenship (Category D)
- First-Time, First-Years (Freshmen) who began in Fall 2021 or later: Grade of "C" or better in Ethnic Studies (Category F-ES)

**Courses****Prerequisites**

Complete the following course (3 units total):

JOUR 110: Mass Media and Society (3)

Complete **BOTH** of the following courses with grades of "C" or better (6 units total):

JOUR 120: News Writing and Ethics (3)

JOUR 270: Principles of Public Relations (3)

Complete **BOTH** of the following courses with grades of "C" or better (6 units total):

JOUR 374: Media Relations Writing (3)

JOUR 120 and 270 with Grades of "C" or Better

JOUR 375: Strategic Communication for Organizations (3)

JOUR 120 and 270 with Grades of "C" or Better

Complete **ALL** of the following courses (21 units total):

JOUR 305: Media Design (3)

JOUR 120 with a Grade of "C" or Better

JOUR 430: Communication Law and Policy (3)

Upper Division Standing

JOUR 470: Digital Tools for Public Relations (3)

JOUR 120 and 270 with Grades of "C" or Better

JOUR 471: Public Relations Management and Campaigns (3)

JOUR 374 or 375 with a Grade of "C" or Better

JOUR 478: Public Relations Case Studies (3)

Upper Division Standing

JOUR 494: Research Methods (3)

Upper Division Standing

JOUR 498: Internship (3)

Senior Standing or Consent of Instructor

**Public Relations Electives - Complete 12 UNITS from the following courses (12 units total):**

JOUR 104: Social Media Communication (3)

JOUR 160: Understanding News Media (3)

JOUR 240: Multimedia Storytelling (3)

Corequisite: JOUR 120

JOUR 300: Photojournalism (3)

JOUR 120 with a Grade of "C" or Better

JOUR 310: Reporting for the Daily Forty-Niner (3)

JOUR 120 with a Grade of "C" or Better; or Consent

JOUR 311: News Reporting and Ethics (3)

JOUR 120 with a Grade of "C" or Better

JOUR 312: Global News Media (3)

GE Foundations; Upper Division Standing

JOUR 315: Literary Journalism (3)

GE Foundations; Upper Division Standing;  
Passing Score on GPE (or Necessary Portfolio)

JOUR 316: Freelance and Feature Writing (3)

JOUR 311 with a Grade of "C" or Better

JOUR 318: Sports Journalism (3)

JOUR 120 and 240 with Grades of "C" or Better

JOUR 321: Broadcast News Writing and Reporting (3)

JOUR 120 with a Grade of "C" or Better

JOUR 331: Editing for Print and Online (3)

JOUR 120 with a Grade of "C" or Better

JOUR 333: Data Journalism (3)

JOUR 240 and 311 with Grades of "C" or Better

JOUR 335: Entertainment Publicity (3)

Upper Division Standing

JOUR 340: Advanced Multimedia Journalism (3)

JOUR 240 and 311 with Grades of "C" or Better

JOUR 350: Writing in Spanish for Journalism and Public Relations Careers (3)

JOUR 120 with a Grade of "C" or Better

JOUR 360: Culture and Politics of the Internet (3)

GE Foundations; Upper Division Standing;  
Passing Score on GPE (or Necessary Portfolio)

JOUR 380: Advanced Photojournalism (3)	JOUR 120 with a Grade of "C" or Better; JOUR 300
JOUR 382: Podcasting (3)	JOUR 240 and 311 with Grades of "C" or Better
JOUR 405: Advanced Media Design (3)	JOUR 120 with a Grade of "C" or Better; JOUR 305
JOUR 411: Data Detectives: Democracy, Citizen Journalism, and Open Government (3)	GE Foundations; Upper Division Standing
JOUR 412: Theories of Mass Communication (3)	
JOUR 415: Diversity in the Media (3)	GE Foundations; Upper Division Standing
JOUR 418: Journalism: Past, Present, and Future (3)	GE Foundations; Upper Division Standing
JOUR 420: Daily Forty-Niner News Production Team (3)	JOUR 240 and 311 with Grades of "C" or Better
JOUR 422: Senior Media Production (1)	
JOUR 425: The Business of Journalism: Advertising, Operations and Strategic Communication for Media Organizations (3)	Upper Division Standing
JOUR 431: Mass Media Ethics (3)	
JOUR 440: Trends in Online Media (3)	JOUR 120 and 240 with Grades of "C" or Better
JOUR 450: Bilingual Magazine Reporting and Production: Díg en Español (3)	JOUR 240 and 311 with Grades of "C" or Better; or Consent of Instructor
JOUR 480: Magazine Writing and Editing (3)	JOUR 240 and 311 with Grades of "C" or Better
JOUR 482: Television News Production and Performance (3)	JOUR 120 and 321 with Grades of "C" or Better
JOUR 485: Public Relations Agency (3)	Consent of Instructor
JOUR 490: Selected Topics in Mass Communications (1 - 3)	Upper Division Standing
JOUR 495: Enterprise Reporting in Diverse Communities (3)	JOUR 240 and 311 with Grades of "C" or Better; Senior Standing
JOUR 499: Special Projects (1 - 3)	Consent of Instructor

**In order to graduate from CSULB, students must complete General Education/GWAR/Major requirements and have a minimum of 120 units (40 must be upper division) with at least a 2.0 in all GPAs (Overall, CSULB, Major).**

#### **Additional Information**

- **See online Catalog for additional course information, limitations, and requirements.**
- Some courses may also fulfill GE requirements. Visit the GE website for course selection: [csulb.edu/general-education](http://csulb.edu/general-education).
- A course can only be used to satisfy one major requirement. Double counting is not allowed within the major.
- Journalism and Public Relations students are strongly encouraged to complete a focused area of study outside of the discipline, which may include a certificate or a minor.

<b>Department of Journalism and Public Relations</b>	LA4-106	(562) 985-4981	<a href="http://cla.csulb.edu/departments/journalism">cla.csulb.edu/departments/journalism</a>
<b>College of Liberal Arts Advising Center (ATLAS)</b>	LA1-LO0102	(562) 985-7804	<a href="http://csulb.edu/atlas">csulb.edu/atlas</a>

Checklists are available on the [ATLAS website](#)