

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 a JPR adviser for appropriate course sequencing. *Curriculum changes in progress. Requirements subject to change.*

Complete ALL of the following courses (9 units total):

JOUR 110: Mass Media and Society (3) GE 4C: Social Sciences (D3)	
JOUR 120: News Writing and Ethics (3)	
JOUR 270: Principles of Public Relations (3)	

Complete ALL of the following courses (27 units total):

JOUR 305: Media Design (3)	JOUR 120 with a Grade of "C" or Better
JOUR 374: Media Relations Writing (3)	JOUR 120 and 270 with Grades of "C" or Better
JOUR 375: Strategic Communication for Public Relations (3)	JOUR 120 and 270 with Grades 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) Note: Students can take JOUR 498 twice (up to six units)	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) GE 1B: Critical Thinking (A3)	
JOUR 180: Is It Real or Is It AI? AI, Algorithms, and Media (3) GE 1B: Critical Thinking (A3)	
JOUR 240: Multimedia Storytelling (3)	Corequisite: JOUR 120
JOUR 300: Photojournalism (3)	JOUR 120 with a Grade of "C" or Better
JOUR 310: Writing for the LBC (3)	JOUR 120 a "C" or Better or Consent of Instructor
JOUR 311: News Reporting and Ethics (3)	JOUR 120 with a Grade of "C" or Better
JOUR 312: Global News Media (3) GE4 UD: Upper Division in Social Sciences (UD D)	GE Foundations; Upper Division Standing
JOUR 315: Literary Journalism (3) GE3 UD: Upper Division C (UD C) + Writing Intensive (WI)	GE Foundations; Upper Division Standing
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 325: Video for Social Media (3)	JOUR 104 or JOUR 120

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 PR (3)	JOUR 120 with a Grade of "C" or Better
JOUR 360: Culture and Politics of the Internet (3) GE4 UD: Upper Division D (UD D) + Writing Intensive (WI)	GE Foundations; Upper Division Standing
JOUR/GLST 365: Social Media, AI, and Democracy	
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 390: Crisis Communication (3)	JOUR 270
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) GE2 UD: Upper Division in Quantitative Reasoning (UD B)	GE Foundations; Upper Division Standing
JOUR 412: Theories of Mass Communication (3)	
JOUR 415: Diversity in the Media (3) GE4 UD: Upper Division in Social Sciences (UD D)	Upper Division Standing
JOUR 418: Journalism: Past, Present & Future (3) GE4 UD: Upper Division in Social Sciences (UD D)	Upper Division Standing
JOUR 420: Beat Reporting for the LBC (3)	JOUR 240 and 311 with Grades of "C" or Better
JOUR 422: Senior Media Production (1)	
JOUR 425: The Business of Journalism (3)	Upper Division Standing
JOUR 431: Mass Media Ethics (3)	Upper Division Standing
JOUR 440: Trends in Online Media (3)	JOUR 120 and 240 with Grades of "C" or Better
JOUR 450: Bilingual Journalism (3)	JOUR 240 and 311 with Grades of "C" or Better; or Consent of Instructor
JOUR 482: Television News Production and Performance (3)	JOUR 120 and 321 with Grades of "C" or Better
JOUR 485: Public Relations Agency (3) (Bateman Team)	JOUR 270 with a Grade of "C" or Better and Consent
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
JOUR 499: Special Projects (1 - 3)	Consent of Instructor

++Public Relations students are encouraged to complete a focused area of study outside of the discipline, which may include a certificate or minor.

The Department of Journalism & Public Relations is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). ACEJMC accreditation is an assurance of quality. Students in an accredited program can expect to find a challenging and up-to-date curriculum, appropriate resources and facilities, and a knowledgeable faculty.

