



## 2026 - 2027 Minor in Public Relations

### 18 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.*

#### Courses

#### Prerequisites

| Complete <b>ALL</b> 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 the following course (3 units total):                                                             |                                                                                                                        |                                               |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
|                                                                                                            | JOUR 478: Public Relations Case Studies (3)                                                                            | Upper Division Standing                       |
| Public Relations Specified Electives - Complete <b>9 UNITS</b> from the following courses (9 units total): |                                                                                                                        |                                               |
|                                                                                                            | JOUR 104: Social Media Communication (3)                                                                               |                                               |
|                                                                                                            | JOUR 305: Media Design (3)                                                                                             | JOUR 120 with a Grade of “C” or Better        |
|                                                                                                            | JOUR 325: Video for Social Media (3)                                                                                   | JOUR 104 or 120                               |
|                                                                                                            | JOUR 335: Entertainment Publicity (3)                                                                                  | Upper Division Standing                       |
|                                                                                                            | JOUR 350: Writing in Spanish for Journalism and Public Relations Careers (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 Organizations (3)                                                                | JOUR 120 and 270 with Grades of “C” or Better |
|                                                                                                            | JOUR 390: Crisis Communication (3)                                                                                     | JOUR 270                                      |
|                                                                                                            | JOUR 411: Data Detectives: Democracy, Citizen Journalism, and Open Government (3)                                      | GE Foundations; Upper Division Standing       |
|                                                                                                            | JOUR 425: The Business of Journalism: Advertising, Operations, and Strategic Communication for Media Organizations (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 485: Public Relations Agency (3)                                                                                  | Consent of Instructor                         |
|                                                                                                            | JOUR 494: Research Methods (3)                                                                                         | Upper Division Standing                       |
|                                                                                                            | JOUR 498: Internship (3)                                                                                               | Senior Standing or 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/student-records/general-education-requirements](http://csulb.edu/student-records/general-education-requirements).
- A course can only be used to satisfy one minor requirement. **Double counting is not allowed within the minor.**
- The Minor in Public Relations is available to any non-Journalism/Public Relations majors.

Department of Journalism and Public Relations  
College of Liberal Arts Advising Center (ATLAS)

[csulb.edu/college-of-liberal-arts/journalism-public-relations](http://csulb.edu/college-of-liberal-arts/journalism-public-relations)  
[csulb.edu/atlas](http://csulb.edu/atlas)

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