CSULB College of Liberal Arts Advising Center

2026 - 2027 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 Degree Requirements (MSDR) by 60 units:
• Minimum 2.0 overall GPA • Grades of "C" or better in GE Foundations, Arts and Humanities (Area 3), and Social and Behavioral Sciences (Area 4) • First-Time, First-Years (Freshmen) who began in Fall 2021 or later: Grade of "C" or better in Ethnic Studies (Area 6)

	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 180: Is It Real or Is It AI? AI, Algorithms, and 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: Writing for the LBC (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;
	JOUR 316: Freelance and Feature Writing (3)	JOUR 120 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 120
	JOUR 331: Editing for Print and Online (3)	JOUR 120 with a Grade 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
	JOUR/GLST 365: Social Media, AI, and Democracy (3)	GE Foundations; Upper Division Standing

	Courses	Prerequisites
	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)	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: 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: 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 Journalism (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
	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/student-records/general-education-requirements.
- 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.

Department of Journalism and Public Relations csulb.edu/college-of-liberal-arts/journalism-public-relations

College of Liberal Arts Advising Center (ATLAS) csulb.edu/atlas

Checklists are available on the ATLAS website