

Bachelor of Arts in Public Relations (120 units)

This new state-supported program was recommended by the Academic Senate on April 6, 2018 and concurred by the President on April 10, 2018.

The major consists of 48 units. All majors are strongly encouraged to pursue a minor in a discipline outside of public relations or journalism. Pursuant to current University policy, no one majoring in Public Relations may also double-major or minor in a program offered by the Department of Journalism & Public Relations.

Requirements

Lower Division:

Take all of the following courses:

JOUR 110 Mass Media and Society (3)

Prerequisite/Corequisite: One GE Foundation Course.

JOUR 120 News Writing and Ethics (3)

"C" or better required.

Prerequisite: None

JOUR 270 Principles of Public Relations (3)

"C" or better required.

Prerequisite: None.

Upper Division:

Take all of the following courses:

JOUR 305 Media Design (3)

Prerequisite: JOUR 120 with a grade of "C" or better.

JOUR 374 Written Communication for Public Relations (3)

"C" or better required.

Prerequisite(s): JOUR 120 and JOUR 270 with a grade of "C" or better

JOUR 375 Strategic Communication for Public Relations (3)

"C" or better required.

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 430 Communication Law and Policy (3)

Prerequisite: Upper division standing.

JOUR 470 Digital Tools for Public Relations (3)

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 471 Public Relations Management and Campaigns (3)

Prerequisites: JOUR 374 or JOUR 375 with a grade of "C" or better.

JOUR 478 Public Relations Case Studies (3)

Prerequisites: JOUR120 and JOUR 270 with a grade of "C" or better.

JOUR 494 Research Methods (3)

Prerequisite: Upper division standing.

JOUR 498 Internship (3)

Prerequisite: Senior standing or consent of the instructor.

Choose twelve units from the following:

JOUR 104, JOUR 160, JOUR 240, JOUR 300, JOUR 310, JOUR 311, JOUR 312, JOUR 315, JOUR 316, JOUR 318, JOUR 321, JOUR 331, JOUR 333, JOUR 340, JOUR 360, JOUR 380, JOUR 382, JOUR 405, JOUR 411, JOUR 412, JOUR 415, JOUR 418, JOUR 420, JOUR 422, JOUR 431, JOUR 440, JOUR 482, JOUR 485, JOUR 490, JOUR 495, and JOUR 499

EFFECTIVE: Fall 2019

Campus Code: JOURBA09U1.

College: 28

Career: UD

CIP Code: 09.0902

CSU Code: 05992

Department: Department of Journalism and Public Relations

Degree Program Delivery Type: face to face

Major Pathway: (STEM or non-STEM): Non-Stem

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