



Journalism - Public Relations

Program Advising Checklist – Catalog Year 2012-2013 • JRN3

To make journalism graduates more marketable in our multicultural society, journalism majors are required to take four semesters of one foreign language or prove their proficiency in a language other than English. A grade of C- or better is required for each course in this program to count toward the bachelor's degree. Students should note that programs differ in the minimum grade required.

Journalism Core

All journalism majors are required to complete the following courses:

Required Core

- JRN 1010 - Introduction to Journalism and Mass Media
- JRN 1200 - Beginning Editing
- JRN 2210 - Beginning Layout and Design
- JRN 4500 - Ethical and Legal Issues in Journalism

Core Subtotal: 12 credit hours

Required Concentration Courses

- JRN 1100 - Beginning Reporting.....
- JRN 2700 - Fundamentals of Public Relations.....
- JRN 3700 - Public Relations Writing
- JRN 3983 - Internships in Journalism: Public Relations
- JRN 4700 - Public Relations Strategic Planning.....
- MKT 3000 - Principles of Marketing.....
- SPE 3100 - Business and Professional Speaking
- SPE 3440 - Television Production.....
- SPE 4100 - Techniques of Persuasion

Concentration Subtotal: 27 credit hours

Electives

Choose 3 credit hours from either of the following lists:

- COM 2420 - Basic Single Camera Video Production
- COM 2430 - Introduction to Media Production
- COM 2460 - Media Graphics Production
- COM 3440 - Scriptwriting for Video.....
- JRN 2600 - Introduction to Photojournalism
- JRN 3200 - Intermediate Editing.....
- JRN 3400 - Feature Article Writing for Newspapers.....
- JRN 4210 - Advanced Layout and Design
- JRN 4400 - Feature Article Writing for Magazines
- MKT 3110 - Advertising Management.....
- MKT 3120 - Promotional Strategy
- SPE 2400 - Electronic Media and Society
- SPE 3130 - Conference Leadership
- SPE 3430 - Radio-Television Announcing
- SPE 3450 - Broadcast Journalism: Radio.....
- SPE 3480 - Workshop in Radio Production
- SPE 3740 - Foundations of Speech and Thought.....
- SPE 4450 - Writing for Broadcast Journalism.....
- SPE 4480 - Seminar Practicum in Broadcasting

Electives Subtotal: 3 credit hours

Public Relations Concentration: 42 Credit Hours Total