

# Journalism - Public Relations

Program Advising Checklist – Catalog Year 2014-2015 • JRN3

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:

- JRN 1010 - Introduction to Journalism and Mass Media (3) .....
- JRN 1100 - Journalism Fundamentals (3) .....
- JRN 2000 - Journalism Techniques and Tactics (2) .....
- JRN 2100 - Reporting (3) .....
- JRN 2210 - Beginning Layout & Design (3) .....
- JRN 4500 - Ethical and Legal Issues in Journalism (3) .....

**Core Subtotal: 17 credit hours**

## Concentration Courses

- JRN 2700 - Fundamentals of Public Relations (3) .....
- JRN 3700 - Public Relations Writing (3) .....
- JRN 3980 - Internship: Journalism (3) .....
- JRN 4700 - Public Relations Strategic Planning (3) .....
- JRN 4710 - Public Relations Campaigns (3) .....
- MKT 3000 - Principles of Marketing .....

**Concentration Subtotal: 18 credit hours**

## Electives

Choose at least 6 credit hours:

- ANT 2330 - Cross Cultural Communication (3) .....
- COM 2400 - Basic Video Editing (3) .....
- COM 2430 - Introduction to Media Production (3) .....
- COM 2450 - Basic Interactive Production (3) .....
- COM 3450 - Intermediate Interactive Production (3) .....
- COM 3470 - Writing for Interactive Media (3) .....
- HSP 2010 - Principles of Nonprofit Organizations (3) .....
- HSP 3220 - Conflict Resolution and Decision Making (3) .....
- JRN 2600 - Beginning Photojournalism (3) .....
- JRN 3200 - News Editing (3) .....
- JRN 3300 - Multimedia Journalism I (3) .....
- JRN 3400 - Short-Form Feature Articles (3) .....
- JRN 3510 - Portfolio Presentation (1) .....
- JRN 4210 - Advanced Layout and Design (3) .....
- JRN 4300 - Multimedia Journalism II (3) .....
- JRN 4400 - Long-Form Feature Articles (3) .....
- JRN 4890 - Social Documentary (1-6) .....
- MKT 3110 - Advertising Management (3) .....
- MKT 3120 - Promotional Strategy (3) .....
- PSC 2030 - Politics in the Media (3) .....
- SPE 3090 - Argumentation and Advocacy (3) .....
- SPE 3100 - Business and Professional Speaking (3) .....

**Electives Subtotal: 6 credit hours**



## Public Relations Concentration: 41 Credit Hours Total

As a reminder to all degree-seeking students, **COLLEGE DEGREE REQUIREMENTS ARE:**

- Complete a minimum of 120 credit hours
- Complete all general studies requirements
- Complete a minimum of 40 upper division credit hours
- Complete a Major/Minor combination, a double or extended major

**Reminder:** No more than 7 semester hours in music ensemble will be counted towards a bachelor's degree for students who are not majoring in music.