

Journalism - Public Relations

Program Advising Checklist – Catalog Year 2015-2016 • 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 - Introduction to 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.