

Requirements for the B.A. in Journalism – Public Relations Option

Department of Journalism, California State University, Chico

www.csuchico.edu/jour 40 units (effective April 1, 2009)

Use this planning guide in careful consultation with your academic adviser and the 2009-2011 University Catalog. Items listed on this sheet may be allowed but may not be listed in the catalog, and vice versa. Variations and substitutions will ultimately be listed on your major clearance forms, which must be approved by your adviser and the university evaluations office before you are cleared for graduation. Summary of units required:

General Education	54 units	
JOUR Degree Core	12 units	Totals
Public Relations Option	28-29 units	40-41 units*
Minor (required)	18-26 units	* only 40 units will count toward graduation
Electives	0-12 units	
Minimum total required:	120 units	

Degree Core – 12 units required

Subject (previous number)	Unit value	Course title at Chico (prerequisites are in parentheses)	Semester taken	In progress	To be taken
JOUR 101	3	Intro to Communication			
JOUR 255	3	Intro to Online Communication			
JOUR 260	3	Writing for Mass Media (ENGL 130) (C or better required)			
JOUR 460	3	Ethical Problems in Mass Media – WP (JOUR 101, 260, & 341)			

Option Core – 14 units required

JOUR 244	3	Intro to Public Relations			
JOUR 341	3	Writing for PR (JOUR 244, 260) (C- or better required)			
JOUR 342	3	PR Research (JOUR 244)			
JOUR 344	3	Public Relations Strategy (JOUR 244, 260, 341)			
JOUR 445	2	Public Relations Laboratory (JOUR 244, 260, 341, 344)			

Option Electives – 14 to 15 units selected from three groups of electives

Group A: 6 units required

Subject	Unit value	Course title at Chico (prerequisites are in parentheses)	Semester taken	In progress	To be taken
JOUR 310	3	Entertainment, Mass Media, and American Cultures			
JOUR 311	3	Women, Men, and the Media			
JOUR 313	3	International Communication			
JOUR 320	3	Mass Communication Law (JOUR 101, 260)			
JOUR 322	3	History of Journalism (JOUR 260)			
JOUR 411	3	Race & Diversity in Media (JOUR 260)			
JOUR 424	3	Public Opinion & Propaganda			
JOUR 447	3	Public Relations Management (JOUR 244, 260, 341)			

Group B: 5-6 units required

JOUR 321	3	Public Affairs Reporting (JOUR 260, HIST 130, POLS 155)			
JOUR 325	3	Magazine Writing (JOUR 260)			
JOUR 327	3	News Editing & Copyreading (JOUR 260)			
JOUR 329	2	Laboratory Newspaper (JOUR 260 and 327 or 341)			
JOUR 351	3	PR Publications (JOUR 260, 244, and 341 or 321)			
JOUR 355	3	Internet Newspapers & Magazine (JOUR 255, JOUR 260)			
JOUR 429	3	Advanced Feature Writing (JOUR 260 & 321 or 325)			
JOUR 444 *	1	Public Relations Lab (JOUR 244, 260, 341, 344, 445)			
JOUR 445 *	2	Public Relations Lab (JOUR 244, 260, 341, 344, 445)			
JOUR 489 **	1	Journalism Internship (JOUR 260, 341 & faculty permission)			

Group C: 3 units required

JOUR 351	3	PR Publications (JOUR 260, 244, 341)			
JOUR 353	3	Photojournalism (JOUR 260)			
JOUR 453	3	Advanced Photojournalism (JOUR 353)			
JOUR 355	3	Internet Newspapers & Magazines (JOUR 255, JOUR 260)			
JOUR 455	3	Online Presentation of News and PR (JOUR 355)			

*Repeatable up to a total of 4 units with faculty permission. Please see your adviser

**Repeatable up to a total of 2 units with faculty permission. Please see your adviser.

Note that J351 and J 355 count in EITHER Group B or C. Journalism majors must graduate with 80 units taken outside the School of Communication with the exception of CMST 131, 132, 255 and 334. These 80 units would be general education, minor and electives outside JOUR, CMST, and CDES. Of those 80 units, 65 must be courses categorized as “liberal arts & sciences.” You earn 54 of these units through your GE courses and History/Constitution/American Ideals requirement. The other units come from your minor and/or electives. A maximum of six transfer units from a community college (equivalents to JOUR 101 and JOUR 260) may be used for credit in the major. See your adviser if you have questions on your catalog requirements. Advising is required of journalism majors every semester.