

Requirements for the B.A. in Journalism – PUBLIC RELATIONS OPTION

Department of Journalism & Public Relations, California State University, Chico | www.csuchico.edu/jour

Use this planning guide in careful consultation with your J&PR adviser, academic advising, the Chico State Catalog and your Degree Progress Report.

General Education	54 units	JOUR 210, 211 & 255 double-count as GE
JOUR Degree Core	15 units	
PR Option	12 units	
J&PR electives	20-21 units	Major unit total: 47-48 units
Formal minor (in addition to GE Pathway)	18-26 units	
Minimum total required:	120 units	

Degree Core – 15 units required

Subject	Units	Course title at Chico State	When taken	In progress	To be taken
JOUR 244	3	Intro to Public Relations			
JOUR 255 or 255i	3	Digital Media Literacy & Civic Engagement – GE Learning for Life (255 is preferred for journalism majors)			
JOUR 260	3	Writing for Mass Media, WI – C or better required to proceed in major			
JOUR 320	3	Mass Communication Law			
JOUR 460	3	Ethical Problems in Mass Media – GE WI Capstone substitution			

Option Core – 12 units required

JOUR 341	3	Writing for PR – GE WP, WI ; C- or better required for graduation; take same semester as JOUR 342 (Mandatory prereqs: JOUR 244, 260)			
JOUR 342	3	PR Research – Take same semester at JOUR 341			
JOUR 344	3	Public Relations Strategy (Mandatory prereqs: JOUR 244, 260, 341)			
JOUR 444	1	Public Relations job hunting / prof. practices – Must take with JOUR 445			
JOUR 445	2	Public Relations Lab (Mandatory prereqs: JOUR 244, 260, 341)			

Option Electives – 20 to 21 units selected from two groups of electives

Group A, Theory – 9 units required

JOUR 101	3	Intro to Communication			
JOUR 210	3	Pop Culture, Media & Values – GE Societal Institutions & U.S. Diversity			
JOUR 211	3	Women, Men & the Media – GE Individual & Society			
JOUR 313	3	International Communication			
JOUR 322	3	History of Journalism (Prereq: JOUR 260)			
JOUR 411	3	Race & Diversity in Media (Prereq: JOUR 260)			
JOUR 424	3	Public Opinion & Propaganda			

Group B, Applied & Visual Storytelling Skills – 11-12 units required

JOUR 321	3	Public Affairs Reporting – WI (Mandatory prereq: JOUR 260)			
JOUR 325	3	Magazine Writing (Mandatory prereq: JOUR 260)			
JOUR 327	3	News Editing & Copy Reading (Mandatory prereq: JOUR 260)			
JOUR 329	2	News Laboratory / The Orion (Suggested prereqs: JOUR 260, JOUR 327)			
JOUR 331	3	News Laboratory Management (Prereqs: JOUR 260, 320, 321, 327, 329)			
JOUR 351	3	PR Publications (Mandatory prereq: JOUR 260)			
JOUR 353	3	Photojournalism (Prereq: JOUR 260)			
JOUR 355	3	Online Presentation of News & PR (Mandatory prereqs: JOUR 255, 260)			
JOUR 445 *	2	Public Relations Lab (Mandatory prereqs: JOUR 244, 260, 341, 344, 445)			
JOUR 451	3	Digital Media Startups (Mandatory prereq: JOUR 255)			
JOUR 453	3	Advanced Photojournalism (Mandatory prereq: JOUR 353)			
JOUR 489	1	Journalism Internship (Prereqs: JOUR 260, 341 & faculty permission)			

*Second semester TGC and/or onsite internship; first semester of 445 counts only in option core. Please see your adviser.

Advising is required of J&PR majors every semester. Mandatory advising is held the week before class registration opens.

J&PR majors must graduate with 72 units taken *outside* the School of Communication, with the exception of JOUR 130i, CMST 131, 132 and 334.

Transfer units: A maximum of 18 transfer units from a community college may be used for credit in the major in agreement with the Journalism Transfer Model Curriculum (equivalents to JOUR 101, 210, 244, 260, lower-division student media and lower-division photojournalism).



Graduating in Four Years – PUBLIC RELATIONS OPTION

This schedule assumes students start their first year at Chico State.

If you are a transfer student, earning a bachelor's degree within two years requires that you follow the Journalism Transfer Model Curriculum and transfer 18 units of journalism credit to Chico State (equivalents to intro mass com, intro reporting and newswriting, intro PR, intro photojournalism, student media work, and an elective course that covers visual communication, pop culture and media, gender and media, or multimedia reporting).

See your academic adviser for schedule planning and department chair for course substitutions.

Semester one, first year

- Four GE courses
- 1 lower-division Group A elective (JOUR 210 or 211 recommended; either fulfills a GE requirement)

Semester two

- Four GE courses
- JOUR 255, "Media Literacy" (fulfills GE "Learning for Life")

Semester three, sophomore year

- Three GE courses
- JOUR 260, "Writing for Mass Media"
- 1 Group A elective

Semester four

- Remaining lower-division GE courses
- JOUR 244, "Intro to PR"
- JOUR 320, "Mass Com Law"

* Please note: GE Pathway Minors do not fulfill formal minor requirement.

Semester five, junior year

- JOUR 341, "Writing for PR"
- JOUR 342, PR Research
- 1 Group B elective (JOUR 327, "Media Editing," is *highly recommended*)
- 2 minor courses *

Semester six

- JOUR 344, "PR Strategy"
- 1 Group B elective (JOUR 351, "PR Publications," is *highly recommended*)
- GE upper-division pathway course
- 2 minor courses

Semester Seven, senior year

- JOUR 444 and 445, "PR Laboratory"
- 1 Group A elective
- GE upper-division pathway course
- 2 minor courses

Semester Eight, graduation

- JOUR 460, "Ethical Problems in Mass Media"
- 2 Group B electives
- GE upper-division pathway course
- 1 minor course