

# 2018-2019 Requirements for the B.A. in Journalism – PR OPTION

Department of Journalism & Public Relations, California State University, Chico | [www.csuchico.edu/jour](http://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 & 460 double-count as GE
JOUR Degree Core	15 units	
PR Option	12 units	
J&PR electives	21 units	Major unit total: 48 units
Formal minor (in addition to GE Pathway)	18-26 units	
<b>Minimum total required:</b>	<b>120 units</b>	

**Preferred degree GE foundations:** A2 – JOUR 130W; A4 – MATH 105

## Degree Core – 15 units required

Subject	Units	Course title at Chico State	When taken	In progress	To be taken
JOUR 255 or 255W	3	Digital Media Literacy & Civic Engagement – GE Learning for Life (255 is preferred for J&PR majors)			
JOUR 260W	3	Writing for Mass Media, <b>WI</b> – C or better required to proceed in major			
JOUR 265	3	Survey of PR & Media Relations			
JOUR 320	3	Mass Communication Law			
JOUR 460W	3	Ethical Problems in Mass Media – GE capstone; UD Arts & Humanities sub			

## Option Core – 12 units required

JOUR 341W	3	Writing for PR – <b>GE WP, WI</b> ; C- or better required for graduation; take same semester as JOUR 342 (Mandatory prereqs: JOUR 244, 260)			
JOUR 342	3	PR Research (Take concurrent with JOUR 341; prereqs: JOUR 244, 260)			
JOUR 344	3	Public Relations Strategy (Mandatory prereqs: JOUR 244, 260, 341)			
JOUR 445	3	Public Relations Lab (Mandatory prereqs: JOUR 244, 260, 341, 344)			

## Option Electives – 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 – <b>GE</b> Societal Institutions & U.S. Diversity			
JOUR 211	3	Women, Men & the Media – <b>GE</b> Individual & Society			
JOUR 313	3	International Communication			
JOUR 322	3	History of American 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 321W	3	Public Affairs Reporting – <b>WI</b> (Mandatory prereq: JOUR 260)			
JOUR 325	3	Magazine Writing (Mandatory prereq: JOUR 260)			
JOUR 327	3	Media Editing, Proofreading & Entry-level Layout (Mandatory prereq: 260)			
JOUR 329	3	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 444	3	Job Hunting & Professional Skills for News & PR (Prereq: Junior standing)			
JOUR 445 *	3	Public Relations Lab (Mandatory prereqs: JOUR 244, 260, 341, 344, 445)			
JOUR 451	3	Digital Media Innovation (Mandatory prereq: JOUR 255)			
JOUR 489	1-3	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 take 72 units *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 also fulfills a GE requirement)

### Semester two

- Four GE courses
- JOUR 255, "Digital 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 265, "PR & Media Relations"
- JOUR 320, "Mass Com Law"

### Semester five, junior year

- JOUR 341W, "Writing for PR"
- JOUR 342, PR Research
- 1 Group B elective (JOUR 327, copy 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 (Natural or Social Sciences)
- 2 minor courses

### Semester Seven, senior year

- JOUR 445, "PR Laboratory" (Either TGC or an on-site internship in Chico)
- 1 Group A elective
- GE upper-division pathway course (Natural or Social Sciences)
- 2 minor courses

### Semester Eight, graduation

- JOUR 460W, "Mass Media Ethics" (GE capstone and UD Pathway Arts & Humanities)
- 2 Group B electives
- 1 minor course
- Anything else you need to graduate

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