

2021-2022 Requirements for the B.A. in Journalism – PR 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 & 460W double-count as GE
JOUR Degree Core	24 units	
PR Option	12 units	
J&PR electives	12 units	Major unit total: 48 units
Formal minor (in addition to GE Pathway)	18-26 units	
Minimum total required:	120 units	Preferred GE foundations: A2 – JOUR 130W; A4 – MATH 105

Degree Core – 24 units required

Subject	Units	Course title at Chico State	Taken	In progress	To be taken
JOUR 255	3	Digital Media Literacy & Civic Engagement – GE E (Learning for Life)			
JOUR 260W	3	Writing for Mass Media, GE WI – C or better required to proceed in major			
JOUR 265	3	Survey of PR & Media Relations			
JOUR 300	3	Crisis Communication & Coverage (Prereqs: JOUR 260)			
JOUR 320	3	Mass Communication Law (Prereqs: JOUR 260 & 321/341, junior standing)			
JOUR 327	3	Media Editing, Proofreading & Entry-level Layout (Mandatory prereq: 260W)			
JOUR 411	3	Race & Diversity in Media (Suggested prereqs: JOUR 211, 260W)			
JOUR 460W	3	Ethical Problems in Mass Media – GE UD Arts & Humanities sub (Prereqs: JOUR 260W and 321W or 341W and senior standing)			

Option Core – 12 units required

JOUR 341W	3	Writing for PR – GE WP, WI ; C- or better required for graduation; take same semester as JOUR 342 (Mandatory prereqs: JOUR 260W, 265)			
JOUR 342	3	PR Research (Take concurrent with JOUR 341; same prereqs)			
JOUR 344	3	Public Relations Strategy (Mandatory prereq: JOUR 341)			
JOUR 445	3	Public Relations Lab (Mandatory prereq: JOUR 344)			

Option Electives – 12 units selected from two Group A & B

electives Group A, Theory – 6 units required

JOUR 210	3	Pop Culture, Media & Values – GE D2 (Societal Institutions) & U.S. Diversity			
JOUR 211	3	Women, Men & the Media – GE D1 (Individual & Society)			
JOUR 313	3	International Communication			
JOUR 322	3	History of American Journalism (Prereq: JOUR 260)			
JOUR 424	3	Public Opinion & Propaganda (Prereq: JOUR 260W)			
JOUR 428	3	Politics & Media (Prereq: JOUR 260W)			

Group B, Applied & Visual Storytelling Skills – 6 units required

JOUR 325W	3	Magazine Writing, GE WI (Prereq: JOUR 260W)			
JOUR 329	3	News Laboratory / The Orion (Suggested prereqs: JOUR 260W, JOUR 327)			
JOUR 351	3	PR Publications (Prereq: JOUR 260)			
JOUR 353	3	Photojournalism (Prereq: JOUR 260)			
JOUR 354	3	Multiplatform Storytelling for News & PR			
JOUR 355	3	Online Presentation of News & PR (Mandatory prereqs: JOUR 255, 260)			
METX/JOUR 358 *	3	Emerging Technologies for Media & Entertainment			
JOUR 398/498	3	Special Topics (vary by semester)			
JOUR 444	3	Job Hunting & Professional Skills for News & PR (Prereq: Junior standing)			
JOUR 445 *	3	Public Relations Lab (Mandatory prereqs: JOUR 260, 265, 341, 344, 445)			
JOUR 451	3	Digital Media Innovation (Mandatory prereq: JOUR 255)			
METX/JOUR 458 **	3	Applied Emerging Technologies for Media & Entertainment (spring only)**			

*Second semester TGC and/or onsite internship; first semester of 445 counts only in option core. Please see your adviser. ** Permission required to register. Contact METX Coordinator Debra Johnson for more information. *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 130W, 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, 265, 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). Check with department chair for additional course substitutions.

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

Semester one, first year

- JOUR 130W or equivalent (GE Area A2)
- GE Area A1 or A3
- Group A JOUR Elective
- HIST 130 or POLS 155 (GE)
- GE Area C

Semester two

- Group A JOUR Elective
- JOUR 255, "Digital Media Literacy" (GE-E)
- MATH 105, "Statistics" (GE Area A4)
- GE Area A1 or A3
- HIST 130 or POLS 155 (GE)

Semester three, sophomore year

- JOUR 260W, "Writing for Mass Media"
- JOUR 265, Survey of PR & Media Relations
- GE Area B
- GE Area C
- Elective course

Semester four

- JOUR 300, "Crisis Communication"
- JOUR 320, "Mass Com Law"
- GE Area B
- JOUR Group B elective
- Elective course

Semester five, junior year

- JOUR 341W, "Writing for PR"
- JOUR 342, "PR Research"
- JOUR 327, "Media Editing & Proofreading"
- 2 minor or elective courses

Semester six

- JOUR 344, "PR Strategy"
- GE upper-division pathway course
(Natural or Social Sciences – ideally one should be GC)
- 2 minor or elective courses
- ** do a grad check with dept chair*

Semester seven, senior year

- JOUR 445, "PR Laboratory"
(Either TGC or an onsite internship in Chico)
- JOUR 460W, "Mass Media Ethics,"
(knocks out Arts & Humanities across all UD pathways) or GE UD pathway course
(Natural or Social Sciences, be sure you've fulfilled GC)
- 2 minor or elective courses

Semester eight, graduation

- JOUR 460W or UD pathway course
- JOUR 444, job hunting
- Group B Elective
- Anything else you need to graduate
(hint: do a grad check in semester six)

*Revised August 2020