

Minor in Public Relations

This policy statement was recommended by the Academic Senate on March 17, 2016 and approved by the President on May 26, 2016.

Program Description

The Minor in Public Relations is available to any CSULB student, except for those who are majors in journalism. A minimum of 18 units is required. The minor is composed of three required core courses (9 units) and three elective courses (9 units).

Requirements

Students must take the following:

JOUR 120. News Writing and Ethics (3)

*C or better

Prerequisite: None

JOUR 270. Principles of Public Relations (3)

*C or better

Prerequisite: None

JOUR 478. Public Relations Case Studies (3)

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

Students must take three courses (9 units) from the following:

JOUR 104. Social Media Communication (3)

Prerequisite: None

JOUR 305. Media Design (3)

Prerequisite: JOUR 120 with a grade of "C" or better.

JOUR 374. Written Communication for Public Relations (3)

*C or better

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 375. Strategic Communication for Public Relations (3)

*C or better

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 470. The Digital Public Relations Toolbox (3)

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better

JOUR 471. Public Relations Management and Campaigns (3)

Prerequisites: JOUR 374 or JOUR 375 with a grade of "C" or better.

JOUR 485. Public Relations Agency (3)

Prerequisites: JOUR 270 with a grade of "C" or better and consent of the instructor.

JOUR 494. Research Methods (3)

Prerequisite: Upper division standing.

JOUR 498. Internship (3)

Prerequisite: Senior standing or consent of instructor.

EFFECTIVE: Fall 2016

Campus Code: JOURUM02U1

College: 28

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