Policy Statement

16-02

June 3, 2016

# 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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