



2021-2022
Minor in Public Relations
18 Units

Prerequisites

Complete ALL of the following courses (9 units total):

JOUR 120: News Writing and Ethics (3)	
JOUR 270: Principles of Public Relations (3)	
JOUR 478: Public Relations Case Studies (3)	JOUR 120 and 270 with Grades of "C" or Better

Public Relations Specified Electives - Complete 9 UNITS from the following courses (9 units total):

JOUR 104: Social Media Communication (3) GE: Self-Integration (E)	
JOUR 305: Media Design (3)	JOUR 120 with a Grade of "C" or Better
JOUR 350: Writing in Spanish for Journalism and PR (3)	JOUR 120 with a Grade of "C" or Better
JOUR 374: Written Communication for Public Relations (3)	JOUR 120 and 270 with Grades of "C" or Better
JOUR 375: Strategic Communication for Public Relations (3)	JOUR 120 and 270 with Grades of "C" or Better
JOUR 411: Data Detectives: Democracy, Citizen Journalism, and Open Government (3) GE: Upper Division "B" Quantitative Reasoning	GE Foundations; Upper Division Standing
JOUR 470: Digital Tools for Public Relations (3)	JOUR 120 and 270 with Grades of "C" or Better
JOUR 471: Public Relations Management and Campaigns (3)	JOUR 374 or 375 with a Grade of "C" or Better
JOUR 485: Public Relations Agency (3)	JOUR 270 with a Grade of "C" or Better and Consent
JOUR 494: Research Methods (3)	Upper Division Standing
JOUR 498: Internship (3)	Senior Standing or Consent of Instructor

Use this checklist in combination with your Academic Requirements Report (ARR) and meetings with an academic advisor.

The Department of Journalism & Public Relations is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). ACEJMC accreditation is an assurance of quality. Students in an accredited program can expect to find a challenging and up-to-date curriculum, appropriate resources and facilities, and a knowledgeable faculty.



Notes: