



2024-2025

# Minor in Public Relations

18 Units

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). Note that at least two courses (6 units) in the minor must be upper division (300 or 400 level).

### Prerequisites

| Complete ALL of the following courses (6 units total): |                         |
|--|-------------------------|
| JOUR 120: News Writing and Ethics (3)                  |                         |
| JOUR 270: Principles of Public Relations (3)           |                         |
| JOUR 478: Public Relations Case Studies (3)            | Upper Division Standing |

| Public Relations Specified Electives - Complete 9 UNITS from the following courses (9 units total):                                      |  |
|--|--|
| JOUR 104: Social Media Communication (3)<br>GE: Lifelong Learning and Self Development (E)   |  |
| JOUR 305: Media Design (3)   | JOUR 120 with a Grade of "C" or Better             |
| JOUR 325: Video for Social Media (3)   | JOUR 104 or JOUR 120                               |
| JOUR 335: Entertainment Publicity (3)  | Upper Division Standing                            |
| JOUR 350: Writing in Spanish for Journalism and PR (3)   | JOUR 120 with a Grade of "C" or Better             |
| JOUR 374: Media Relations Writing (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)<br>GE: Upper Division in Quantitative Reasoning (UD B) | GE Foundations; Upper Division Standing            |
| JOUR 425: The Business of Journalism   | 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) (Bateman Team)   | 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), Degree Planner and meetings with an academic advisor.