

# B.A. JOURNALISM AND PUBLIC RELATIONS PUBLIC RELATIONS TRACK

## ABOUT THIS MAJOR

Public Relations provides expertise in a wide range of strategic communication techniques.

Majors are well-versed in diverse communication specialties.

Professional writing and developing marketing campaigns remain foundational to promotional communication. Our program trains students to write the styles and expectations of the field. Majors also work with a client to complete a campaign.

Today's integrated promotional professionals are expected to have digital skills to create podcasts, videos, photos, brochures, and other promotional materials, be able to engage audiences through social media, and assess the effectiveness of social media campaigns. Our program provides hands-on training in the tools necessary (e.g. Adobe Creative Suite) to create effective digital content.

Theory courses focus on social scientific theories that inform persuasion strategies and campaigns, along with understanding the ethics of the field.

## INTERNSHIPS

The School of Communication encourages Journalism and Public Relations majors to complete at least one internship during their undergraduate studies. Internships allow students to gain valuable skills, network with professionals in their field, gain professional feedback, and build their resume.

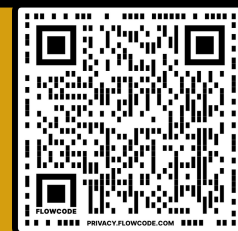
## TYPES OF CAREERS

Advertising  
Community Relations  
Corporate Communication  
Development and Fund Raising  
Digital Content Production  
Investor Relations  
Market Research  
Media Analyst  
Media Relations  
Non-Profit Organizations  
Public Information Departments  
Public Relations  
Sales and Marketing

## WANT TO LEARN MORE?

Contact the School of Communication:  
216-687-4630  
[communication@csuohio.edu](mailto:communication@csuohio.edu)

VISIT OUR WEBSITE



School of  
Communication

LEVIN COLLEGE OF PUBLIC AFFAIRS AND EDUCATION



JOURNALISM & PUBLIC RELATIONS MAJOR
PUBLIC RELATIONS SEQUENCE REQUIREMENTS

Effective Fall 2023

Students must complete a minimum of 46 credit hours and maintain a 2.25 GPA, across all Communication courses, to graduate with a Communication Studies Major. All School of Communication Majors are required to successfully complete COM 101, COM 102, & COM 303; COM 101 & COM 303 require a minimum grade of C. Students in the Journalism & Public Relations Major must complete Com 225 (Media Writing) with a minimum grade of B- (B minus). Transfer students must take a minimum of 20 credit hours, including their capstone, in communication courses at CSU.

JOURNALISM & PUBLIC RELATIONS MAJOR CORE REQUIREMENTS
(8 Courses Required)

School Core Courses (9 Credits)

- COM 101 Principles of Communication
COM 102 Adobe CC: Dig. Cnt. in Com.
COM 303 Communication Inquiry\*

Major Lower Division Core Courses (9 Credits)

- COM 224 Found. of Journalism & Prom. Com.
COM 225 Media Writing\*
COM 226 Mass Media & Society

Major Upper Division Core Courses (6 Credits)

- COM 335 Multimedia Storytelling\*
COM 425 Publication Design\*

PUBLIC RELATIONS SEQUENCE REQUIREMENTS:
(7 Courses Required)

Public Relations Communication Sequence Courses (15 credits)

- COM 257 Principles of Public Relations
COM 260 Principles of Advertising
COM 350 Persuasion Comm. & Attitude Change
COM 464 Media Metrics & Analytics\*
COM 455 Communication Campaigns\*

Capstone Requirement (4 credits) - Both of the following courses must be taken together in the student's final semester.

- COM 447 Promotional Production\*
COM 363 Journalism & Media Laboratory\*

PUBLIC RELATIONS SEQUENCE ELECTIVE COURSES:
(1 Course Required)

- COM 327 Media Criticism\*
COM 328 Specialized Writing\*
COM 347 Political Communication
COM 355 Psychological Processing of Media\*
COM 358 Media Law, Economics, & Ethics
COM 359 International Communication\*
COM 361 Social Issues in News\*
COM 370 Com Technology & Social Change
COM 371 The Documentary in Journ. & Promo. Com
COM 372 Podcasting: Reporting with Sound
COM 490 Internship in Communication\*

\*Denotes courses with pre-requisites. Check for pre-requisites located within the course descriptions in CSU's online Undergraduate Catalog.

Students with question regarding their Major Degree Requirements should contact the School of Communication's Main Office at (216) 687- 4630 to set up an appointment with their Major Academic Advisor. Questions concerning Graduation and General Education Requirements should be directed to the Levin College of Public Affairs & Education Advising Office at: (216) 687-4625.