

JOURNALISM: PUBLIC RELATIONS MAJOR, BACHELOR OF SCIENCE (BS)

The Journalism Program participates in an interdisciplinary major in Public Relations. Requirements for the major, when taken under the Journalism Program, are listed below; requirements for a similar major, when taken under the Department of Communication Studies, are listed under that department. The major provides the graduate with the theoretical and applied knowledge and skills required to competently enter the field of public relations in either the profit or not-for-profit sectors.

Note: a minor in Technical Communication is recommended.

Required Courses

CMST 330	INTEGRATED METHODS FOR COMMUNICATION RESEARCH	5
CMST 430	COMMUNICATION IN ORGANIZATIONS	5
DESN 360	PUBLICATION DESIGN	4
JRNM 330	PRINCIPLES OF JOURNALISM	5
JRNM 332	NEWS WRITING	5
JRNM 395	INTERNSHIP	5
JRNM 451	PUBLIC RELATIONS WRITING	4
JRNM 452	INTRODUCTION TO PUBLIC RELATIONS THEORY	4
JRNM 453	ADVANCED PUBLIC RELATIONS THEORY	4
JRNM 470	DESKTOP PUBLICATION DESIGN	4
Choose one		5
CMST 201	PUBLIC SPEAKING	
CMST 400	MESSAGE DESIGN	
Choose one		4-5
JRNM 475	EDITING AND PUBLISHING	
TCOM 409	EDITING IN TECHNICAL COMMUNICATION	
Choose one		4-5
ART 304	ART OF PHOTOGRAPHY	
DESN 350	DIGITAL IMAGING AND PHOTOGRAPHY	
JRNM 349	PHOTOJOURNALISM	
Choose three upper-division ENGL or TCOM courses in consultation with Technical Communication faculty.		15
Total Credits		73-75

For information on General Education, see Undergraduate Degree (<http://catalog.ewu.edu/archives/2016-2017/undergraduate-degree>).

Student Learning Outcomes—students will

- research and write clearly and concisely to meet the needs of various audiences;
- demonstrate ability in public speaking and presentation to members of disparate publics in a variety of organizational situations;
- analyze public relations opportunities, issues and environments;
- prepare and execute effective public relations campaigns for multiple platforms and diverse audiences.