

# 2023-2024 PUBLIC RELATIONS EMPHASIS CHECKLIST

## B. A. Degree in Journalism, Emphasis in Public Relations

### **Preparation for the major requirements:**

\_\_\_ Minimum 45 units earned

\_\_\_ Minimum 3.0 cumulative GPA

\_\_\_ Passing scores on the online EGUMPP assessment program.

*Students not meeting the minimum requirements may petition to enter the major, based on eligibility requirements. See "Petition" tab in JMS Homeroom in Canvas.*

\_\_\_ Minimum 3.0 GPA **and** grades of C or better (C/NC not allowed) in following classes:

\_\_\_ JMS 200 Intro to Contemporary Media

\_\_\_ JMS 210 Social Media in the Digital Age

\_\_\_ JMS 220 Writing for the Mass Media

\_\_\_ JMS 250 Introduction to Intersectional Representation in the Media

**\*\* RECOMMENDED TO COMPLETE PREMAJOR REQUIREMENTS BY END OF SOPHOMORE YEAR, OR FIRST SEMESTER JUNIOR YEAR AT THE LATEST. IF YOU WANT TO GO ABROAD FOR A SEMESTER, THESE REQUIREMENTS NEED TO BE DONE BY THE END OF YOUR SOPHOMORE YEAR\*\***

### **Upper Division Major Coursework (36 units):**

#### "Required Sequence Courses"

These courses:

- ❑ Must be taken **at SDSU**
- ❑ Are offered **every** fall and spring semester
- ❑ **MUST be taken in this exact order**, regardless of class standing; you cannot move onto the next level until you complete the previous level courses
- ❑ Courses in different levels **cannot be taken concurrently (at the same time)**
- ❑ Students must earn a **C or better** in these courses
- ❑ Students are **guaranteed seats** in these courses if they complete the course prerequisites
- ❑ **\*\* JMS 310W, JMS 315, JMS 480 & JMS 489 may be taken by premajors. All other sequence courses require admission into the major**

#### **LEVEL 1: Fundamentals** (*junior year, typically*)

\_\_\_ JMS 310W Media Writing & Reporting

\_\_\_ JMS 315 Digital Media Principles and Design

\_\_\_ JMS 480 Principles of Public Relations

\_\_\_ JMS 489 Research Methods in Mediated Comm

#### **LEVEL 2: Skills** (*fall semester senior year, typically*)

\_\_\_ JMS 481 Public Relations Media and Messaging  
(Completion of 480, 489, 315, and 310W w/ Cs or better required)

\_\_\_ JMS 581 Applied Research in Public Relations  
(Completion of 480, 489, 315 and 310W w/ Cs or better required)

\_\_\_ JMS 494 Media Law & Ethics

#### **LEVEL 3: Capstone** (*spring semester senior year, typically*)

\_\_\_ JMS 585 Professional Practices in PR  
(Completion of 481, 581, and 494 w/ Cs or better required)  
(Must earn a C or better in this class to graduate)

**REQUIRED ELECTIVE COURSES**

Students must complete 12 units of JMS or LDT courses numbered 300 and higher.

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*Recommended but not required: JMS 490 (Public Relations Internship) Prerequisite: Completion of Level 1 Courses*

**AUXILIARY DISCIPLINE.** Students must complete at least 15 units, six units of which must be upper division, in ONE academic department outside of JMS (i.e. COMM, TFM, ART, SOC, RWS, POL S, etc.). You may choose any 15 units from that department, as long as at least six units are numbered 300 and higher.

Suggestion: Auxiliary Disciplines are not the same as minors. They do not show on transcripts. We suggest you complete a minor so that it will show on the transcript and can be easily communicated to others. For a minor, see the General Catalog for requirements and visit that department's academic adviser. You need an aux. discipline OR a minor – one or the other, not both.

Public Relations students who are in the upper division major are able to take Management or Marketing classes for their Auxiliary Discipline. Select from: MGT 350, 352, 357, 455, 475; MKTG 370, 371, 372, 373

AUXILIARY DISCIPLINE OR MINOR? \_\_\_\_\_

Competency is required in one foreign language.

See "Graduation Requirements" in the General Catalog.

No more than 48 units of JMS will count toward the 120 units required to graduate. Completion of this major is 45 units. Do not take more than three additional JMS units.

Advising Notes:

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