

JOURNALISM (PUBLIC RELATIONS CONCENTRATION), B.A.

Requirements for a Concentration in Public Relations

Code	Title	Hours
Concentration Requirements		
Twenty-seven semester hours including the following:		
JOU 3367	Principles of Advertising and Public Relations	3
JOU 3374	Public Relations Writing	3
or JOU 3375	Advanced Reporting and Writing	
or JOU 3389	Magazine and Feature Writing	
JOU 4368	Advanced Public Relations	3
JOU 4371	Public Relations Media Programming	3
JOU 4380	Law and Ethics of Journalism	3
JOU 3355	Media Photography I: Introduction	3
or JOU 4325	Advanced Editing	
or JOU 4340	Writing and Editing for On-Line Media	
Nine semester hours of JOU courses ¹		9
Total Hours		27

¹ Not to include JOU 3372 Writing for Media Markets