

Public Relations

Major Requirements

Lower Division Requirements	Pre-Req	Units	Note
COM113 Oral Communications	-	3	
JRN170 Introduction to Journalism	ENG113	3	
JRN220 Podcasting & Broadcasting Principles	-	3	

Upper Division Requirements	Pre-Req	Units	Note
COM300 Public Relations	-	3	
COM425 Organizational Communication	-	3	Spring only
JRN320 Ethics in Public Relations & Journalism	-	3	
JRN371 Applied Journalism Production	-	3	
JRN420 P.R. Writing, Campaigns & Strategies	-	3	Spring only
MKT333 Principles of Marketing	-	3	

Elective Requirements	Pre-Req	Units	Note	
Complete 9 units from the following courses:				
BUS356 Business Communications	-	3	Fall only (even years)	
JRN212/412 Yearbook Production	ENG113 / JRN212	3 each	6 units max	
JRN215/415 Newspaper Production	ENG113 / JRN215	3 each	6 units max	
JRN253 News Editing & Design	ENG113	3	Fall only	
JRN349 Copy Editing for Newspaper & Magazine	-	3	Spring only	
JRN350 Magazine Article Writing	-	3	Spring only	
JRN450 Internship in Journalism	-	3	Chair consent needed	
COM400 Special Topics in Com Studies	-	3		
COM403 Communication Theory	-	3	Fall only	
COM450 Internship in Communication Studies	-	3	Chair consent needed	

Caution: For every Public Relations Elective that is lower division, a regular Elective will need to be upper division.

Total Major Units:	36
Upper Division Major Units:	18-27

General Education Requirements

Competency Requirements	Units	Note
English Competency	3	ENG113 required
Math Competency	3	MAT115, 123 or higher required
Technology	3	CIS265 recommended
Foreign Language I	3	
Foreign Language II	3	

If you are exempt from a Competency Requirement, add those units to Additional Elective Units Needed.

Core Curriculum	Units	Note
Behavioral Science	6	
English Composition	3	ENG123 required
English or Film	3	
Communication Arts	3	COM300* will fulfill
Art or Music	3	
Philosophy	3	
US History	3	
Non-US History	3	
Political Science	3	
Lab Science	4	
Science or Kinesiology	4	
Christian Studies	9	

^{*}Course is interdisciplinary

Upper Division Requirements	12	COM300 will fulfill 3 units
Interdisciplinary Requirements	9	COM300 will fulfill 3 units
Multicultural Requirements	9	ENG123 will fulfill 3 units

Total Required GE units:	59
Upper Division Required GE Units:	9

Additional Elective Units Needed:	29

Upper Division Elective Units Needed: 3-12

About This Plan

- This plan is not a contract. Curriculum can be subject to change.
- · Highlighted courses and fields are major specific.
- Descriptions for all courses can be found in the CBU catalog at www.calbaptist.edu/about/universitycatalogs.aspx.
- To graduate, all students need 124 total units, 39 of which must be upper division.
- Courses numbered in the 300's and 400's are upper division.
- GST100, ENG103, and MAT095 count as elective units.

Contact Information

Department of Communication & Visual A	Arts
(951) 343 - 4964	James 118
John Pate, Chair	jpate@calbaptist.edu
Karen Heinze, Department Secretary	kheinze@calbaptist.edu
Sandra Romo, Faculty Advisor	sromo@calbaptist.edu
Office of Enrollment Advising	Yeager B150
(951) 343 - 4567	advising@calbaptist.edu

		Freshman Year					Sophomore Year	•	
Fall Semester		Spring Semester		Summer Semester	Fall Semester		Spring Semester		Summer Semester
COM113 Oral Communications JRN220 Podcasting &	3	JRN170 Introduction to Journalism ENG123 Intermediate	3		Haran District Consul	3	JRN320 Ethics in Public Relations & Journalism Upper Division General	3	
Broadcasting Principles	3	Composition	3		Education Course	3	Education Course	3	
ENG113 Composition	3	General Education Course	3		General Education Course	3	General Education Course	3	
GST100 Focus	1	General Education Course	3		General Education Course	3	General Education Course	3	
General Education Course	3	Lab Science General Education Course	4			3	General Education Course	3	
General Education Course	3				Kinesiology General Education Course	1	Kinesiology General Education Course	1	
	Н		_					Н	
Total Units:	16	Total Units:	16	Total Units:	Total Units:	16	Total Units:	16	Total Units:
		B.							
2	1	Junior Year	1				Senior Year		
Fall Semester	-	Junior Year Spring Semester	1	Summer Semester	Fall Semester		Senior Year Spring Semester		Summer Semester
Fall Semester JRN371 Applied Journalism Production	3	Spring Semester COM425 Organizational Communication	3	Summer Semester	MVT222 Dringinles of	3		3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective	3	Spring Semester COM425 Organizational	3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective	3	Spring Semester	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course	3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing,		Summer Semester	MKT333 Principles of Marketing		Spring Semester Public Relations Elective	Н	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General	3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies	3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course		Spring Semester Public Relations Elective General Education Course	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course Kinesiology General	3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies General Education Course	3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course Elective	1	Spring Semester Public Relations Elective General Education Course Upper Division Elective	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course Kinesiology General Education Course	3 3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies General Education Course Elective	3 3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course Elective Elective	1 3	Spring Semester Public Relations Elective General Education Course Upper Division Elective Elective	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course Kinesiology General Education Course Elective	3 3 1 3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies General Education Course Elective	3 3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course Elective Elective	3 1 3	Spring Semester Public Relations Elective General Education Course Upper Division Elective Elective	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course Kinesiology General Education Course Elective	3 3 1 3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies General Education Course Elective	3 3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course Elective Elective	3 1 3	Spring Semester Public Relations Elective General Education Course Upper Division Elective Elective	3	Summer Semester
JRN371 Applied Journalism Production Public Relations Elective Upper Division General Education Course Kinesiology General Education Course Elective	3 3 1 3	Spring Semester COM425 Organizational Communication JRN420 P.R. Writing, Campaigns & Strategies General Education Course Elective	3 3	Summer Semester	MKT333 Principles of Marketing Public Relations Elective Kinesiology General Education Course Elective Elective	3 1 3	Spring Semester Public Relations Elective General Education Course Upper Division Elective Elective	3	Summer Semester

Total Units: <u>124</u> (124 units required to graduate)