Public Relations

CDU

Major Requirements

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Lower Division Requirements	Pre-Req	Units	Note
COM113 Oral Communications	-	3	
JRN170 Writing for Mass Media	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	Spring only
JRN371 Applied Journalism Production	-	3	
JRN420 P.R. Writing, Campaigns & Strategies	-	3	Spring only
MKT333 Principles of Marketing	-	3	
MKT333 Principles of Marketing		-	
	- Pre-Req	3 Units	Note
MKT333 Principles of Marketing		Units	Note
MKT333 Principles of Marketing Elective Requirements		-	Note Fall only (even years)
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses:	Pre-Req	Units	
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications	Pre-Req -	Units 3	Fall only (even years)
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications JRN212/412 Yearbook Production	Pre-Req - ENG113/JRN212	Units 3 3 each	Fall only (even years) 6 units max
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications IRN212/412 Yearbook Production JRN215/415 Newspaper Production	Pre-Req - ENG113 / JRN212 ENG113 / JRN215	Units 3 3 each 3 each	Fall only (even years) 6 units max 6 units max
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications IRN212/412 Yearbook Production IRN215/415 Newspaper Production JRN253 News Editing & Design	Pre-Req - ENG113 / JRN212 ENG113 / JRN215	Units 3 3 each 3 each 3	Fall only (even years) 6 units max 6 units max Fall only
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications JRN212/412 Yearbook Production JRN215/415 Newspaper Production JRN253 News Editing & Design JRN349 Copy Editing for Newspaper & Magazine	Pre-Req - ENG113 / JRN212 ENG113 / JRN215	Units 3 each 3 each 3 a 3	Fall only (even years) 6 units max 6 units max Fall only Fall only
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications JRN212/412 Yearbook Production JRN215/415 Newspaper Production JRN253 News Editing & Design JRN349 Copy Editing for Newspaper & Magazine JRN350 Magazine Article Writing	Pre-Req - ENG113 / JRN212 ENG113 / JRN215	Units 3 3 each 3 each 3 3 3 3	Fall only (even years) 6 units max 6 units max Fall only Fall only Spring only
MKT333 Principles of Marketing Elective Requirements Complete 9 units from the following courses: BUS356 Business Communications JRN212/412 Yearbook Production JRN215/415 Newspaper Production JRN253 News Editing & Design JRN349 Copy Editing for Newspaper & Magazine JRN350 Magazine Article Writing JRN450 Internship in Journalism	Pre-Req - ENG113 / JRN212 ENG113 / JRN215	Units 3 3 each 3 each 3 3 3 3 3	Fall only (even years) 6 units max 6 units max Fall only Fall only Spring only

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 Competer	cy Requiremen	nt, 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		

*Course is interdisciplinary

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

- insidecbu.calbaptist.edu.
- 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

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Cbu Public Relations

2014-2015

	Freshman Year			Sophomore Year	
Fall Semester	Spring Semester	Summer Semester	Fall Semester	Spring Semester	Summer Semester
COM113 Oral Communications 3	JRN170 Writing for Mass Media		COM300 Public Relations 3	JRN320 Ethics in Public Relations & Journalism	
JRN220 Podcasting & 3 Broadcasting Principles	ENG123 Intermediate 3		Upper Division General3Education Course3	Upper Division General 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 General4Education Course4		General Education Course 3	General Education Course 3	
General Education Course 3			Kinesiology General Education Course	Kinesiology General 1 Education Course	
Total Units: 16	Total Units: 16	Total Units:	Total Units: <u>16</u>	Total Units: 16	Total Units:
\sim	Junior Year			Senior Year	
Fall Semester	Junior Year Spring Semester	Summer Semester	Fall Semester	<i>Senior Year</i> Spring Semester	Summer Semester
Fall Semester JRN371 Applied Journalism 3	Spring Semester COM425 Organizational Communication 3	Summer Semester	Fall Semester MKT333 Principles of Marketing 3		Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3	Spring Semester COM425 Organizational	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3	Spring Semester	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3Kinesiology General Education Course1	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General3	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3	Summer Semester	MKT333 Principles of Marketing 3 Public Relations Elective 3 Kinesiology General 1	Spring Semester Public Relations Elective 3 General Education Course 3	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3Kinesiology General1	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3Elective (Upper Division if 33	Summer Semester	MKT333 Principles of Marketing 3 Public Relations Elective 3 Kinesiology General Education Course 1 Elective (Upper Division if 3 3	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3Elective (Upper Division if 33	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3Kinesiology General Education Course1	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3Elective (Upper Division if needed)3	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3Kinesiology General Education Course1Elective (Upper Division if needed)3	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3Elective (Upper Division if needed)3	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3Kinesiology General Education Course1Elective3	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3Elective (Upper Division if needed)3	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3Kinesiology General Education Course1Elective (Upper Division if needed)3Elective3	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3Elective (Upper Division if needed)3	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3Kinesiology General Education Course1Elective3	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3Elective (Upper Division if needed)3	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3Kinesiology General Education Course1Elective (Upper Division if needed)3Elective3	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3Elective (Upper Division if needed)3	Summer Semester
JRN371 Applied Journalism Production3Public Relations Elective3Upper Division General Education Course3Kinesiology General Education Course1Elective3	Spring SemesterCOM425 Organizational Communication3JRN420 P.R. Writing, Campaigns & Strategies3General Education Course3Elective (Upper Division if needed)3	Summer Semester	MKT333 Principles of Marketing3Public Relations Elective3Kinesiology General Education Course1Elective (Upper Division if needed)3Elective3	Spring SemesterPublic Relations Elective3General Education Course3Upper Division Elective3Elective (Upper Division if needed)3	Summer Semester

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