Mass Communication and Journalism - Advertising and Public Relations Option, B.A.

DEPARTMENT

MN in Media Arts, Minor
MN in Mass Communication & Journalism, Minor
MN in Advertising and Publication Relations, Minor
MN in Film and Media Arts, Minor
BA in Mass Communication and Journalism - Digital Journalism Option, B.A.
BA in Mass Communication and Journalism - Advertising and Public Relations Option, B.A.
BA in Mass Communication and Journalism - Film and Media Arts Option, B.A.
BA in Mass Communication and Journalism - Broadcast/Multiplatform Journalism Option, B.A.

REQUIREMENTS

Department of Media, Communications, and Journalism

Bachelor of Arts Degree Requirements

Mass Communication and Journalism Major - Advertising and Public Relations

Majors must complete a minimum of 37 semester units of mass communication and journalism courses with a grade of C or better in each course. Each student will take 19 units of MCJ core courses and 18 units of courses in their selected option.

Each MCJ major must select an option, which is an area of specialization within the major. The options are advertising and public relations, broadcast and multiplatform journalism, digital journalism, and film and media arts. The courses required for each option are listed under Major Requirements.

1. Major requirements (37 units)
MCJ Core Courses: MCJ 2, MCJ 15, MCJ 40, MCJ 164, MCJ 171 and MCJ 199 (19 units)

Advertising and Public Relations Option Requirements
MCJ 144, MCJ 147, MCJ 158S, MCJ 191 (12 units)
Two courses selected from: MCJ 106, MCJ 143, MCJ 146, MCJ 150, MCJ 155, MCJ 157, MCJ 180 (6 units)

2. General Education requirements (49 units)
It is recommended that students take MCJ courses as part of their GE package (MCJ 1 and MCJ 175 or MCJ 178)

3. Other requirements (9 units)
American Government and Institutions (PLSI 2), Multicultural and International (MI), and Upper-division writing. It is recommended that students take an MCJ course for their MI (MCJ 176 or MCJ 179)

4. Sufficient elective units to meet required total units (varies)

5. Total (120 units)
* G.E. and MI courses can be double-counted with major requirements. See advisor for details.

Advising Notes

1. MCJ majors are not permitted to enroll for CR/NC grading in MCJ courses applied to the major, except for courses that require such grading.
2. Students must meet all university graduation requirements. This includes the Upper-Division Writing requirement, which may be met by taking MCJ 102W or a "W" course from another department.

FACULTY
MCJ faculty members have substantial professional experience and maintain close ties with the professional communities in their disciplines. Numerous faculty have been recognized nationally for their research, scholarship, and creative works. All faculty members serve as career and academic advisors.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.
The faculty pages are updated by the department or program.