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

Bachelor of Arts Degree Requirements

Mass Communication and Journalism Major

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.

1. Major requirements
   Major requirements (37 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 (6 units)
   Upper-division writing and Multicultural and International (MI)
   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. The writing requirement may be met by taking the upper-division writing exam. See advisor for details.

Specializing within the major

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.

Advising Notes

In addition to the above requirements, MCJ majors must observe the following:

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, a "W" course from another department, or the Upper-Division Writing Exam.
Major Requirements for the Degree

1. Major requirements (37 units)
   Select one option

Advertising and Public Relations
MCJ Core Courses: MCJ 2, 15, 40, 164, 171 and 199 (19 units)
MCJ 144, 147, 158S, 191 (12 units)
Two courses selected from: MCJ 106, 143, 146, 150, 155, 157, 180 (6 units)

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.