

Advertising and Publication Relations, Minor

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

Advertising and Public Relations Minor Requirements

The Advertising and Public Relations minor brings students and faculty together to learn about the background, exploration, and skills needed to engage and persuade today's audiences. Students gain experience in research, strategic development, and creative execution. The Minor in Advertising and Public Relations is an 18-unit program, with at least 12 upper-division units taken in residence. Students in the minor must maintain a minimum GPA of 2.5 overall, with a "C" or better in the MCJ minor classes. MCJ majors in options other than Advertising and Public Relations will not be required to take MCJ 2 or MCJ 40 as they will have taken those courses already. Courses taken for the minor may count toward fulfilling General Education requirements, but not toward fulfilling the student's major.

Lower-Division Courses (6 units)

MCJ 2, MCJ 40

Upper-Division Courses (3 units)

MCJ 144

Pick three courses from below: (9 units)

MCJ 143, 146, 147, 150, 157, 158S, 180, 191, 199

Total (18 units)

For more information and advising, contact the Department of Media, Communications, and Journalism 559.278.2087.

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.