

# Journalism B.A./B.S. - Emphasis in Public Relations

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An emphasis in Public Relations provides students with the opportunity to obtain a liberal arts education and equips graduates with the professional skills required for entry-level positions and careers in public relations at corporate, organizational, governmental/public affairs, and non-profit institutions. The graduate with this major emphasis should possess competencies in written communication, verbal communication, problem-solving, and interpersonal skills, and have an understanding of journalistic law and media ethics.

1. Students will be able to write, edit and design documents (copy) suitable for publication styles in public relations.
2. Students will be able to produce through problem-solving skills a campaign for a client.
3. Students will be able to identify the significant issues in the field with an understanding of ethics and the fundamentals of media law applicable to professional practices in the promotional field of public relations.

## Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

### Core courses

MMJ 1307	Mass Communication in Society	3
MMJ 336	Media Law	3
MMJ 445	Ethics in the Media	3
MMJ 420	Multimedia Portfolio	3

### Public relations sequence

MMJ 2305	Publication Design & Production	3
MMJ 2315	Basic Reporting	3
MMJ 2327	Advertising Principles	3
MMJ 315	Editing & Production	3
MMJ 328	Public Relations Principles	3
MMJ 329	Writing for Public Relations	3
MMJ 332	Advanced Digital Video Production	3
MMJ 335	Media History	3
MMJ 425	Public Relations Case Studies	3
MMJ 426	Public Relations Campaigns	3
MMJ 440	Broadcast & Digital Journalism	3
MMJ 495	Media Internship	3
MKT 306	Marketing	3
or MKT 422	Electronic Commerce	

### Minor Required

A minor is required for this major 18

### Electives Required

Electives may be required for this major 9

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**Total Hours** 120

## Other Requirements

A minimum grade of "C" must be earned in courses required for this major. Only one MMJ 489 Independent Study can be applied to the student's degree plan in his/her major. This limitation does not apply to MMJ 397 Special Topics and other Special Topics courses. Substitutions can be made only with the approval of the Journalism Division coordinator.