Specialization - Public Relations

B.A.J. in Journalism

Description
The school provides a solid foundation of reporting, writing, editing, intellectual training, and vision necessary for today's journalism. Degree candidates must complete an emphasis in either news-editorial journalism or in broadcast journalism. Students also may further specialize in magazine service journalism or in public relations.

Minimum Total Credit Hours: 124

General Education Requirements
The general education/core curriculum requirements for this program have a foundation in the liberal arts.

Course Requirements
A B.A.J. degree requires 36 semester hours of journalism courses, including a core of the following courses: Jour 101, 102, 271, 375, 301, 371, 500, and 575. In addition to the core listed above, students must complete either an emphasis in news-editorial journalism or in broadcast journalism, plus additional specialization or elective courses in journalism to satisfy the 36-hour requirement. Journalism majors may take up to 52 semester hours of journalism courses.

Other Academic Requirements
Students must take a minimum of 72 hours in courses outside the major.

Specialization - Public Relations

Description
Students who wish to specialize in public relations should also take Jour 391 and 491 and are encouraged to take 492 and 574.