Journalism: Public Relations (BA/BS)

Public relations is all about connecting people—to information, to organizations, and to other people. In our nationally certified program, you'll learn how to convey the right message to the right audience at the right time while forging relationships built on ethics, trust, and transparency.

Our students plan, create, and strategize in real-world settings. You'll build your portfolio as you develop innovative campaigns for real clients in our student-run public relations firm (https://blogs.uoregon.edu/allenhallpr/), or expand your network in the Public Relations Student Society of America (https://prssa.prsa.org/). Travel the country (https://around.uoregon.edu/sojc/public-information-officer/) to rub elbows with public relations professionals, tour Silicon Valley agencies, and peek behind the scenes of high-profile communication departments at companies like Twitter and Google.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the range of freedom of expression around the world and apply the principles and laws of freedom of speech to their profession/field.
- Demonstrate an understanding of how professionals and institutions shaped communications relevant to their profession/field.
- Demonstrate an understanding of diversity in domestic and global society and its impact as relevant to their profession/field.
- Demonstrate a conceptual understanding of the use and presentation of images and information and apply them to their profession/field.
- Understand and apply ethical principles appropriate to their profession/field.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to their profession/field.
- Write correctly and clearly in forms and styles appropriate to their profession/field.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate to their profession/field, including verbal and visual presentation as apt.

Journalism: Public Relations Major Requirements

Code	Title	Credits
Premajor Requirements*		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Full Major Core		
J 211	Gateway to Media	8
J 212	Writing for Communicators	4
J 213	Fact or Fiction	4
Core Context Requirement		
J 320	Gender, Media, and Diversity	4
J 385	Communication Law	4
J 397	Media Ethics	4
J 494	Strategic Communications Research	4
Select one of the following:		4
J 387	Media History	
J 396	International Communication	
Public Relations Major Requirements		
J 350	Principles of Public Relations	4
J 352	Strategic Writing and Media Relations	4
J 452	Strategic Public Relations Communication	4
J 453	Strategic Planning and Cases	4
J 454	Public Relations Campaigns	4
J 480	Public Relations: [Topic]	4
Elective: At least four journalism credits are needed to reach the minimum 72		4
General Studies Requirements		
At least 104 non-journalism credits, including one of the following:		104
A non-SOJC minor		
A non-SOJC concentration [1]		
A non-SOJC double major		
*Completion of UO's writing composition requirement (WR 121 and either WR 122 or WR 123). Students in the Clark Honors College are exempt.		
Minimum 2.90 cumulative UO GPA		
Total Credits		**176**

[1] A non-SOJC concentration is at least 24 credits from the same non-SOJC subject code. 12 must be upper division credits and 4 of those 12 must be a 400-level course. All courses must be taken graded and passed with a C- or better. Not all subjects are suitable for a concentration; consult an SOJC advisor.

Additional Requirements

- Satisfactory completion of a minimum of 72 credits and a maximum of 76 credits in journalism, of which at least 27 must be taken at the University of Oregon School of Journalism and Communication and at least 40 must be upper-division
- Satisfactory completion of at least 104 credits in academic fields other than journalism. A student who graduates with 180 credits must count no more than 76 credits (including transfer credits) in journalism toward the degree. The 104 credits must include a minor or area of concentration outside of the School of Journalism and Communication
- Majors and premajors must take all school courses for letter grades unless a course is only offered pass/no pass (P/N). All graded journalism courses taken to satisfy the major must be passed with a grade of better than a C-.
- A cumulative GPA of 2.70 or better in courses taken in the School of Journalism and Communication at the time of graduation

Internship

A major may earn no more than 9 credits in Internship: [Topic] (J 404).

Honors Program

The honors program provides high-achieving students the opportunity to develop analytic, creative, critical thinking and research skills in small-group, discussion-oriented courses. The program develops a small multidisciplinary community of communications scholars from all the majors within the School of Journalism and Communication.

Students take three honors courses focusing on media theory, research, or issues, which partially fulfill the context course requirement. In addition, students complete an original piece of scholarship or creative work in the senior year.

The program targets journalism majors entering their junior year who have a minimum 3.50 cumulative UO GPA. Applications are accepted each spring for the following year's cohort. Clark Honors College students are eligible to apply. More information is available on the school's website.

Second Bachelor's Degree

Students who already have a bachelor's degree and want to earn a second bachelor's degree in the School of Journalism and Communication may apply for premajor status through the university's Office of Admissions. Upon fulfilling the requirements for application for admission, they may apply for major status. Students must complete all of the school's requirements for graduation including the school's nonjournalism requirement and university requirements for the BA or BS. Credits, including transfer credits, earned for the first bachelor's degree may count toward meeting the requirements as long as they conform to the transfer-credit policy outlined previously.

Four-Year Degree Plan

Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor in the school's Student Services Center to ensure accurate interpretation of requirements and timely degree completion. For more information on student services and academic requirements, visit the website *(*http://journalism.uoregon.edu/students/undergrad/academic-requirements/*).*