Journalism: Public Relations (BA/BS)

http://journalism.uoregon.edu

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 Nike 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
PLATFORM COURSES		
JCOM 101	Media Professions	4
JCOM 102	Story Craft Audio	2
JCOM 103	Story Craft Visual	2
JCOM 201	Making Sense of Media	4
JCOM 202	How Stories Work	4
JCOM 203	Writing as Practice	4
CORE CONTEXT COURSES [1]		
JCOM 301	Gender, Media and Diversity	4
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4
JCOM 304	The Media Business	4
JCOM 305	Media History	4
or JCOM 306	Global Communications	
SEQUENCE REQUIREMENTS		
JCOM 370	Public Relations Fundamentals	4
JCOM 371	Writing for Influence	4
JCOM 372	Writing for Digital Audiences	4
JCOM 373	Advanced Media Relations	4
JCOM 470	Strategic Communications Research Methods	4
JCOM 471	The Public Relations Planning Process	4
JCOM 472	Public Relations Campaigns	4
Choose one course:		4
JCOM 473	Public Relations Strategies: [Topic]	
JCOM 474	Crisis Communication	
JCOM 475	New Technology and Public Relations	
JCOM 476	Social Media Strategies	
JCOM 477	Sports Public Relations	
JCOM 478	Sustainability Public Relations	
Total Credits		**72**

[1] SOJC majors in this selective program do the 20-credit version of the Core Context requirement (SOJC Honors Program, see below). Must be taken graded and passed with a C- or better.

SOJC Honors Program

Code	Title	Credits
JCOM 329H	Honors Media Theory and Research	4
JCOM 429H	Honors Theory and Research: [Topic] (taken twice)	8
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4
Honors Thesis		
Thesis Prospectus Workshop		
Thesis Project		

Additional Requirements

- JCOM courses used to fulfill the major requirements must be passed with a letter grade of at least C- or a P* where pass/no pass is the only grading option for the course.
- Minimum 70 JCOM credits
- Minimum 70 non-JCOM credits (any subject code other than JCOM)
- Minimum 40 upper division JCOM credits
- Students must also complete one of the following:
  - SOJC minor (24 credits)
  - Other UO minor (24-40 credits)
- SOJC students who opt to minor within the SOJC may only overlap one JCOM course with the major and minor requirements.

- Upper division multilisted courses can only count toward programs in the School of Journalism and Communication if taken under the JCOM subject.

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 Success Center in 134 Allen Hall to ensure accurate interpretation of requirements and timely degree completion. For more information, visit the website *(*http://journalism.uoregon.edu/students/undergrad/academic-requirements/*).*