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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCOM 101</td>
<td>Media Professions</td>
<td>4</td>
</tr>
<tr>
<td>JCOM 102</td>
<td>Story Craft Audio</td>
<td>2</td>
</tr>
<tr>
<td>JCOM 103</td>
<td>Story Craft Visual</td>
<td>2</td>
</tr>
<tr>
<td>JCOM 201</td>
<td>Making Sense of Media</td>
<td>4</td>
</tr>
<tr>
<td>JCOM 202</td>
<td>How Stories Work</td>
<td>4</td>
</tr>
<tr>
<td>JCOM 203</td>
<td>Writing as Practice</td>
<td>4</td>
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**PLATFORM COURSES**

**CORE CONTEXT COURSES**

JCOM 301 | Gender, Media and Diversity | 4 |
JCOM 302 | Communication Law             | 4 |
JCOM 303 | Media Ethics                  | 4 |
JCOM 304 | Business of Media             | 4 |
JCOM 305 | Media History                 | 4 |
JCOM 306 | Global Communications         | 4 |

**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:

- JCOM 473 | Public Relations Strategies: [Topic] | 4 |
- JCOM 474 | Crisis Communication            | 4 |
- JCOM 475 | New Technology and Public Relations | 4 |
- JCOM 476 | Social Media Strategies         | 4 |
- JCOM 477 | Sports Public Relations         | 4 |
- JCOM 478 | Sustainability Public Relations  | 4 |

**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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCOM 329H</td>
<td>(Media Theory and Research)</td>
<td>4</td>
</tr>
<tr>
<td>JCOM 429H</td>
<td>(Issues in Media Theory &amp; Research (taken twice))</td>
<td>8</td>
</tr>
<tr>
<td>JCOM 302</td>
<td>Communication Law</td>
<td>4</td>
</tr>
<tr>
<td>JCOM 303</td>
<td>Media Ethics</td>
<td>4</td>
</tr>
</tbody>
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**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 concentration (16 credits)
  - SOJC minor (24 credits)
  - Other UO minor (24-40 credits)

**Four-Year Degree Plan**

Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor for guidance.
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/).