

## *Bachelor of Arts* Journalism and Promotional Communication

### INFORMATION

A major in journalism and promotional communication at Cleveland State University will introduce you to the powerful world of contemporary communications. It will enhance your critical appreciation of the role media play in society. The major will also provide you with state-of-the-art training in reporting, editing and promotional campaign planning in print, broadcast and online media. There are three sequences: **journalism, public relations and advertising.**

### CAREER OPPORTUNITIES

Students who specialize in **journalism** can gain skills needed to become a reporter, an editor or technical writer for a newspaper, magazine, broadcast station, and media convergence on the web.

Training in **public relations** can open doors to jobs in public relations firms and other companies that use promotional strategies to cultivate and manage their public image.

Students who choose **advertising** for their specialization can expect to work in advertising agencies,

focusing on marketing research or creative advertising development.

All three sequences will introduce students to the social, philosophical and ethical issues that face communicators working in journalism and promotional media.

### Job Outlook

This is a highly marketable major. Reporters and editors continue to be in demand. Technical writing and software publishing are among the fastest growing industries in the United States. Employment in the information super sector, which includes newspapers and books, is expected to increase by over 18 percent in the next decade. Experts predict that there will be a 19 percent increase in advertising and public relations jobs in the next 10 years. Our graduates have been hired at newspapers and broadcast stations in Cleveland and in first-rate advertising and public relations firms.

### PROGRAM

The journalism and promotional communication major at Cleveland State University offers students a unique combination of academic excellence and career-related training. Our faculty is among the finest in the nation, recently ranked eighth in the

country in communication research productivity.

Our School of Communication has a close relationship with the local media, which makes internship opportunities available. Courses are taught by *Plain Dealer* reporters and editors and by executives at local public relations and advertising firms.

Students can write for *The Cleveland Stater*, the well-respected university laboratory newspaper. Students can also become active in our student promotional communication organization, which offers valuable networking opportunities.

Students with an interest in broadcast journalism can gain training in our state-of-the-art Digital Video Communication Center, complete with editing suites.

The Communication Research Center offers students experience in interviewing and research.

**For more information, contact:**  
**College of Liberal Arts and Social Sciences**  
School of Communication  
Cleveland State University  
2121 Euclid Avenue, MU 233  
Cleveland, OH 44115-2214  
Phone: (216) 687-4630  
Website: <http://csuohio.edu/class/com>

## *Bachelor of Arts*

### **Journalism and Promotional Communication**

A total number of 128 hours (44 hours for the major) are required for the Bachelor of Arts (B.A.) degree in Journalism and Promotional Communication. All degree seeking students are required to complete a specific number of General Education (GenEd) courses. Students are responsible for ensuring the appropriate selection of courses to satisfy GenEd requirements and are encouraged to consult with their academic advisor regarding the applicability of selected courses. A comprehensive description of Cleveland State University's General Education Requirements for undergraduate students is available online at <http://www.csuohio.edu/academic/gened/>.

#### **A Sample Sequence for the Journalism and Promotional Communication Major:**

This is the **public relations** sequence; students specializing in **journalism** or **advertising** are advised to refer to the School of Communication Web page: [www.csuohio.edu/com](http://www.csuohio.edu/com).

##### **First Semester**

COM 101 Principles of Communication

##### **Third Semester**

COM 225 Media Writing  
COM 226 Mass Media and Society

##### **Fifth Semester**

COM 425 Editing and Graphics  
COM 447 Public Relations Writing

##### **Seventh Semester**

COM 347 Political Communication **or**  
COM 360 Principles of Advertising **or**  
COM 490 Internship in Communication

##### **Second Semester**

COM 303 Communication Inquiry

##### **Fourth Semester**

COM 350 Persuasion & Attitude Change  
COM 357 Principles of Public Relations

##### **Sixth Semester**

COM 455 Communication & Campaigns

##### **Eighth Semester**

COM 358 Media Law, Economics, & Ethics **or**  
COM 359 International Communication **or**  
COM 490 Internship in Communication

#### **IMPORTANT NOTE:**

All School of Communication Majors are required to successfully complete COM 101 & COM 303 with a minimum grade of C.

**All Journalism and Promotional Communication Majors are required to successfully complete COM 225 with a B- or better.**

Revised August 2011