



Cleveland State University

College of Liberal Arts and Social Sciences
School of Communication

Bachelor of Arts in Journalism & Promotional Communication Advertising Sequence

Students must complete a minimum of 44 credits and maintain a 2.25 GPA to graduate with a major in Journalism and Promotional Communication, which consist of four core courses, five required sequence courses and two elective sequence courses. Transfer students must obtain at least 20 credit hours from Communication courses at Cleveland State University. Admission: Students must complete Com 225 (Media Writing) with a minimum grade of B- (B minus). ** Indicates Capstone courses (4 credits required).

School Core Courses (8 credits)

- ❑ COM 101 – Principles of Communication
- ❑ COM 303 - Communication Inquiry

Advertising Core Courses (20 credits)

- ❑ COM 357 – Principles of Public Relations
- ❑ COM 360 – Principles of Advertising
- ❑ COM 361 – Adv. Copywriting & Layout
- ❑ COM 363 – Adv. Media Planning & Sales
- ❑ COM 455 – Communication & Campaigns **

Recommended Courses (optional)

- ❑ COM 204 – Sng Source Video/Audio Production & Editing
- ❑ COM 327 – Media Criticism
- ❑ COM 370 – Communication Technology & Social Change

Division Core Courses (8 credits)

- ❑ COM 225 – Media Writing
- ❑ COM 226 – Mass Media & Society

Advertising Elective Courses (8 credits)

- ❑ COM 242 – Public & Professional Speaking
- ❑ COM 350 – Persuasion & Attitude Change
- ❑ COM 358 – Media Law, Economics & Ethics
- ❑ COM 359 – International Communication
- ❑ COM 364 – Interactive Advertising Design
- ❑ COM 393 – Special Topics (Photo Journalism)
- ❑ COM 490 - Internship

Advising: Contact the School of Communication office (216) 687-4630 or Professor Edward Horowitz, division director, at (216) 687-4511.