



Cleveland State University

College of Liberal Arts and Social Sciences
School of Communication

Bachelor of Arts in Journalism & Promotional Communication **Public Relations 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

Division Core Courses (8 credits)

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

Public Relations Core Courses (20 credits)

- ❑ COM 350 – Persuasion & Attitude Change
- ❑ COM 357 – Principals in Public Relations
- ❑ COM 425 – Editing & Graphics
- ❑ COM 447 – Public Relations Writing **
- ❑ COM 455 – Communication & Campaigns**

Public Relations Elective Courses (8 credits)

- ❑ COM 231 – Evolution of Mass Media
- ❑ COM 242 – Public and Professional Speaking
- ❑ COM 347 – Political Communication
- ❑ COM 358 – Media Law, Economics & Ethics
- ❑ COM 359 – International Communications
- ❑ COM 360 – Principals of Advertising
- ❑ COM 393 – Special Topics (Photo Journalism)
- ❑ COM 490 – Internship

Recommended Courses (optional)

- ❑ COM 204 – Sng Source Video/Audio Production & Editing
- ❑ COM 327 – Media Criticism
- ❑ COM 346 – Communication in Organizations

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