

B.A. in Technical Journalism

PUBLIC RELATIONS CONCENTRATION

Check Sheet for Students Entering Fall 2007 or After

Student: _____ CSUID: _____

I. All University Core Curriculum

If transferring later to another public college in Colorado, select courses that also qualify under Colorado's *gtPathways* program.

■ Total: 31 credits

1A. Intermediate Writing

C0150 _____ (3)

1B. Mathematics

Any AUCC course in 1B. _____ (3)

2. Additional Communication

Any AUCC course in 2. except JTC 300 _____ (3)

3A. Biological/Physical Science

AUCC course in 3A. with lab _____ (4)

Additional AUCC course in 3A. _____ (3)

3B. Arts and Humanities

Any two AUCC courses in 3B. _____ (3)

Only 3 credits of intermediate foreign language allowed. Two different prefixes are suggested.

3C. Social/Behavioral Science

Any AUCC course from 3C. except JTC 100 _____ (3)

News-Editorial students should take *POLS 101* or *POLS 103*.

Public Relations students should take *ECON202* or *AREC202*.

3D. Historical Perspectives

Any AUCC course in 3D. _____ (3)

3E. Global and Cultural Awareness

Any AUCC course in 3E. _____ (3)

II. Department Requirements

A. Required JTC Courses

■ Total: 15 credits

JTC 100 Media in Society _____ (3)

JTC 210 Newswriting _____ (3)

JTC 211 Computer-Mediated _____ (3)

Visual Communication (JTC 210)

Ethics or Law (AUCC Category 4B)

Select one of the following: _____ (3)

JTC 411 Media Ethics and Issues

JTC 415 Communication Law

Upper Division Concept Course

Select one of the following not chosen above: _____ (3)

JTC 311 History of Media

JTC 316 Multiculturalism and the Media

JTC 411 Media Ethics and Issues

JTC 412 International Mass Communication

JTC 413 New Comm Tech and Society

JTC 414 Media Effects

JTC 415 Communication Law

JTC 471 Communication Research Methods

B. General JTC requirements

Receive grade of C or better (not C-) in every JTC course.

Complete 120 total credits to graduate, including

42 total upper division credits (numbered 300 or above)

30 upper division credits completed at Colorado State

36-40 JTC credits. Completion of more than 40 will require earning more than the minimum 120 credits.

No more than 7 credits in JTC 484, JTC 487, JTC 495.

80 or more credits *outside* of the department. (List courses in Sections II-C, II-E and II-F below.)

C. Option Area (21 credits)

■ Total _____ credits

Complete a coherent program of coursework to develop a depth of knowledge in a subject *outside* the department. You are *strongly encouraged* to focus in liberal arts (see below). *Meet this requirement by completing:*

a second major: _____

a minor: _____

an interdisciplinary studies program, certificate program, or other recognized pre-professional course of study crossing multiple course prefixes: _____

any 21 credits beginning with a single prefix (or 21 credits split between two prefixes--12 in one, 9 in another)

an individualized program of study approved by adviser.

_____, _____, _____, _____,
_____, _____, _____

D. Statistics

Complete 3 credits in statistics: Course: _____ *

Requirement is intended to better equip communicators who must compile, analyze or report data and should be completed by the end of the junior year. STAT201 General Statistics is suggested.

*Count these 3 credits in the 21-credit Option Area (II-C), if required in a program, or as additional credits completed in liberal arts (II-E).

E. 65 liberal arts credits

■ Total: _____ credits

Supplement qualifying credits earned in the AUCC and Option Area by taking 13-34 additional credits outside JTC to reach a total of 65 credits in the liberal arts. This coursework is designed to assure students receive a well rounded general education. Credits taken to complete a major, minor or other special program in excess of the 21-credit minimum required for the Option Area count toward this requirement *if* the courses qualify as liberal arts courses. If pursuing a second major in another college, you might be eligible to count a limited number of other courses. Consult an adviser. *Select from:*

Any additional AUCC courses

Any courses offered in the College of Liberal Arts or the College of Natural Sciences. Qualifying prefixes include: AA, AMST, ANTH, ART, BC, BIO, BZ, CHEM, CO, CS, CT, D, E, ECOL, ECON, ETST, HIST, INST, L*** [Lang], LB, LIFE, MATH, MU, NSCI, PF, PH, PHIL, POLS, PSY, SOC, SPCM, STAT, TH. Also HONR, IE, IU, KEY, WS.

_____, _____, _____, _____,
_____, _____, _____, _____,
_____, _____, _____, _____

F. Free Electives: Do not enroll in more than 15 credits

outside the College of Liberal Arts or College of Natural Sciences (see prefixes above) without consulting your adviser.

_____, _____, _____, _____, _____

III. Concentration Requirements

See over

■ Total: 21-25 credits

PUBLIC RELATIONS CONCENTRATION

III. Concentration Requirements

Students must complete the requirements for *one* of the five concentrations in the department. These are the requirements for Public Relations. *Completion of more than one concentration will require earning more than 120 credits to graduate.* Details on other concentrations are available on the department's web site: <http://www.colostate.edu/Depts/TJ>.

All courses are 3 credits, except as noted. (F)=Fall only, (S)=Spring only. Courses with bold numbering (**1-3**) must be taken in sequence. Other courses may be taken in any order if prerequisites (shown in parentheses) are met. Complete all prerequisites before taking the capstone course in final semester. This concentration requires a minimum of three semesters of coursework after JTC 100 and JTC 210 have been completed.

Public Relations (21 credits; Total JTC credits: 36)

1. JTC 350 Public Relations _____ (3)

2. Intermediate Courses (take in either order or concurrently)

JTC 351 Public Relations Practices _____ (3)
(JTC 350, JTC 211)

JTC 353 Public Relations Campaigns _____ (3)
(JTC 350)

Writing Course

One of the following: _____ (3)

JTC 310 Copy Editing (JTC 210)

JTC 320 Reporting (JTC 210)

JTC 326 Online Writing and Information (JTC 211)

JTC 328 Feature Writing (JTC 210)

JTC 361 Writing for Specialized Magazines (JTC 210)

JTC 461 Writing about Science, Health
and Environment (JTC 210)

Design/Production Course

One of the following: _____ (3)

JTC 371 Publications Design and Production (JTC 211)

JTC 372 Web Site Design and Management (JTC 211)

JTC 373 Digital Promotion Management (JTC 211)

3. Capstone _____ (3)

JTC 450 Public Relations Cases (JTC 351; JTC 353; and
JTC 371, JTC 372 or JTC 373)

JTC Elective: _____ (3)

Note: Additional writing courses are strongly recommended.

Students are encouraged to choose JTC 487V Internship for 3 crs.

(Consent of department required) but not in same semester as JTC 450.

Public Relations students must first complete JTC 351 to earn internship credit.

Optional JTC Electives: _____, _____ (0-4)

Additional courses required *outside* department::

MKT 305 Fundamentals of Marketing _____ *

MGT 305 Fundamentals of Management _____ *

Count MGT 305 and MKT 305 among the 15 credits taken outside liberal arts. ECON 202 or AREC 202 is a prerequisite for MKT 305.

Count ECON 202 or AREC 202 under AUCC Category 3C

Social/Behavioral Science or toward additional liberal arts credits.

MATH 117 (one credit) is a prerequisite to ECON 202 only and

should be counted toward additional liberal arts credits, or used to

fulfill AUCC Category 1B Mathematics (in tandem with MATH 118

and MATH 124, MATH 125 or MATH 126--for a total of 3 credits).

PR students may split their Option Area between business and

another field may by specifying MKT 305, MGT 305 and

ECON 202/AREC 202 and then take 12 credits with another

prefix. Students are encouraged to consider a Minor in

Business—ask your adviser.

See over for AUCC and departmental requirements.

More info: <http://www.colostate.edu/Depts/TJ>

Notes: