

Note: Up to 4 units of credit/no credit grading may be selected for courses in Major or Support.

MAJOR COURSES		
JOUR 102	Introduction to Journalism	1
JOUR 203	News Reporting and Writing	4
JOUR 219 or JOUR 401	Multicultural Society and the Mass Media Global Communication	4
JOUR 228	Media, Self and Society (D2) ¹	4
JOUR 285	Introduction to Multimedia Journalism	4
JOUR 302	Mass Media Law	4
JOUR 303	Web Audio and Video	4
JOUR 312	Public Relations	4
JOUR 334	Editing	4
JOUR 390	Visual Communication for the Mass Media	4
JOUR 402	Journalism Ethics	4
JOUR 444	Media Internship	3
Concentration courses		20
Journalism Electives		
Select from the following: ²		12
Any JOUR course, including those listed above, if not used to meet Major requirements, and:		
JOUR 201	News Media and Democracy	
JOUR 220	Introduction to Radio Broadcasting	
JOUR 270	Selected Topics	
JOUR 320	Cal Poly Radio Laboratory	
JOUR 331	Contemporary Advertising	
JOUR 387	Sports Communication	
JOUR 400	Special Problems for Advanced Undergraduates	
JOUR 418	Copyright, Trademark, Patent and Commercial Speech in Digital Media	
JOUR 455	Media Management Laboratory	
JOUR 470	Selected Advanced Topics	
JOUR 471	Selected Advanced Laboratory	
Approved Electives		
Students are encouraged to pursue minors or develop other areas of interest outside of Journalism through Approved Electives and with the following restrictions:		36
At least 24 units must be upper-division courses with a lecture or seminar component. This excludes activity-only, lab-only, or supervision courses such as internships.		
Total Major Units		112

SUPPORT COURSES		
Select from the following (B4): ¹		4
STAT 130	Introduction to Statistical Reasoning	
STAT 217	Intro to Statistical Concepts and Methods	
STAT 218	Applied Statistics for the Life Sciences	
STAT 251	Statistical Inference for Management I	
Total Support Units		4

GENERAL EDUCATION		
Area A English Language Communication and Critical Thinking		
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B Scientific Inquiry and Quantitative Reasoning		
B1	Physical Science	4
B2	Life Science	4
B3	One lab taken with either a B1 or B2 course	
B4	Math/Quantitative Reasoning (4 units in Support) ¹	0
Upper-Division B		4
Area C Arts and Humanities		
Lower-division courses in Area C must come from three different subject prefixes.		
C1	Arts	4
C2	Humanities	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D Social Sciences - Select courses in Area D from at least two different prefixes		
D1	American Institutions (Title 5, Section 40404 Req)	4
D2	Lower-Division D (4 units in Major) ¹	0
Upper-Division D		4
Area E Lifelong Learning and Self-Development		
Lower-Division E		4
Area F Ethnic Studies		
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives		4
GE Electives		4
Total GE Units		64
FREE ELECTIVES ³		0
TOTAL DEGREE UNITS		180

FOOTNOTES
¹ Required in Major or Support; also satisfies General Education (GE) requirement.
² If a course is taken to fulfill the Journalism Electives requirement, it cannot be double-counted in the ICS concentration.
³ If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree. Free Electives cannot be Journalism courses.

Media Innovation Concentration		
JOUR 350 or BUS 310	Data Journalism Introduction to Entrepreneurship	4
JOUR 345 or JOUR 410	Social Media for Strategic Communication Advanced Digital Journalism	4
JOUR 352 or JOUR 353	Advanced News Reporting Practicum Advanced Broadcast Journalism Practicum	4
JOUR 385	Media Innovation and Entrepreneurship	4
JOUR 462	Senior Project: Media Practicum	4
Total Units		20

News Concentration		
JOUR 304	Public Affairs Reporting	4
JOUR 462	Senior Project: Media Practicum	4
Select one of the following paths:		12
Writing/Digital Path		
JOUR 350	Data Journalism	
JOUR 352	Advanced News Reporting Practicum	
JOUR 407	Feature Writing	
Audio/Visual Path		
JOUR 333	Broadcast News	
JOUR 338	Podcasting	
or JOUR 346	Broadcast Announcing and Production	
or JOUR 348	Electronic News Gathering	
or JOUR 378	Advanced Sportscasting	
JOUR 353	Advanced Broadcast Journalism Practicum	
Total Units		20

Public Relations Concentration		
JOUR 342	Public Relations Writing and Editing	4
JOUR 345 or JOUR 403 or JOUR 412	Social Media for Strategic Communication Multimedia Production for PR & Advertising Public Relations and Crisis Management	4
JOUR 347	Public Relations Research	4
JOUR 413	Public Relations Campaigns	4
JOUR 415	Senior Project: Public Relations Practicum	4
Total Units		20

Individualized Course of Study		
Writing Intensive		4
Select from the following:		
JOUR 333	Broadcast News	
JOUR 342	Public Relations Writing and Editing	
JOUR 407	Feature Writing	
Public Relations Research		4
Select from the following:		
JOUR 304	Public Affairs Reporting	
JOUR 347	Public Relations Research	
JOUR 385	Media Innovation and Entrepreneurship	
Media Technology		4
Select from the following:		
JOUR 201	News Media and Democracy ²	
JOUR 331	Contemporary Advertising ²	
JOUR 338	Podcasting	
JOUR 345	Social Media for Strategic Communication	
JOUR 346	Broadcast Announcing and Production	
JOUR 348	Electronic News Gathering	
JOUR 350	Data Journalism	
JOUR 378	Advanced Sportscasting	
JOUR 387	Sports Communication ²	
JOUR 403	Multimedia Production for Public Relations and Advertising	
JOUR 410	Advanced Digital Journalism	
JOUR 412	Public Relations and Crisis Management	
JOUR 418	Copyright, Trademark, Patent and Commercial Speech in Digital Media ²	
Media Practicum		4
Select from the following:		
JOUR 352	Advanced News Reporting Practicum	
JOUR 353	Advanced Broadcast Journalism Practicum	
JOUR 413	Public Relations Campaigns	
Senior Project		4
Select from the following:		
JOUR 415	Senior Project: Public Relations Practicum	
JOUR 462	Senior Project: Media Practicum	
Total Units		20

¹ The student is responsible for checking prerequisites for all courses and should meet with an advisor to discuss their Individualized Course of Study Concentration.

² If a course is taken to fulfill the Journalism Electives requirement in the major, it cannot be double-counted in the concentration.