What is Journalism-Professional Strategic Communication?
The school offers a B.A. major program in Journalism with two professional tracks: Journalism and Strategic Communication; and a Mass Communication track. The Professional Strategic communication track prepares students for careers in advertising and public relations. This track is based on a liberal arts foundation, knowledge of the social context in which the professions are practiced, and the skills and experiences needed to succeed in the marketplace.

What are the major requirements?
Go to [www.catalogs.umn.edu/programs.html](http://www.catalogs.umn.edu/programs.html) and select “Undergraduate majors.”

How do I declare a Journalism major?
You will be required to declare a major by the time you have completed 60 credits.
1. Stop in Room 110 Murphy Hall to schedule a pre-major meeting to learn more about the major and its requirements. At this meeting, you will also learn about the application process.
2. The Journalism major requires you to submit an application for admission. Applications are due around the sixth week of fall and spring semesters.
3. Once you are admitted to the Journalism major, meet with your faculty adviser to complete a Major Program form.
4. Bring a copy of the form to the SJMC Student Servics Center and your CLA student community.
5. If you decide to change your major, contact your student community to learn more about your new major’s declaration process.

What can I do with a major in Journalism?

Skills
Journalism majors develop skills that are applicable to a wide variety of careers. These skills include:
- Writing and editing skills
- Visual communication skills
- Research skills
- Presentation skills
- Computer skills
- Ability to work under pressure of deadline
- Ability to work effectively on group projects

Employment
Common areas of employment for this major include but are not limited to:
- Advertising—account executives, account planners, copywriters, media planners and buyers, market research, media sales
- Public Relations—media relations, employee and community relations, public and
government affairs, special events, development and fundraising, and marketing communication

Today’s workplace requires individuals with interpersonal skills, the ability to communicate effectively, an ability to solve problems, and adaptability. CLA graduates find that they are well-prepared in all these areas and that their education—especially when combined with experience gained through internships, volunteer positions, past jobs, and other collegiate involvement—makes them competitive.

The Career & Community Learning Center provides students with the tools to identify and pursue potential careers. An extensive resource room, career courses and workshops, and a helpful staff are just some of the ways we can help.

Remember!
You have not declared a major until you have:
• completed a Major Program form with your major adviser,
• filed a copy with the major department,
• and filed a copy with your CLA student community.

Don’t forget: keep a copy for yourself!