

## What is Journalism-Professional Strategic Communication?

The school offers a B.A. major program in Journalism with three professional tracks: Professional Strategic Communication, Professional Journalism, and Mass Communication. 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.”

## Typical courses

### **Jour 1001:** Introduction to Mass Communication

Introduction to the historical, economic, political, legal, ethical and social aspects of mass communication across various mediums including books, magazines, newspapers, radio, television and the internet.

### **Jour 3004W:** Information for Mass Communication

Learn to access resources for professional and academic work in mass communication. Includes techniques for locating, retrieving, and verifying information from a variety of sources.

### **Jour 3102:** Visual Journalism

Introduction to photojournalism, news videography, print and web graphics. Develop skills in conceptualizing stories, information gathering, camera work, editing, and presentation strategies.

### **Jour 3201:** Principles of Strategic Communication: Advertising

Examine the structure of the advertising industry. Introduction to market analysis, positioning, creative media strategies, and evaluation of messages.

### **Jour 3202:** Principles of Strategic Communication: Public Relations

Explore the history and development of public relations practices. Includes professional writing assignments in various institutional settings.

### **Jour 3251:** Strategic Communication Research

Introduction to applied quantitative and qualitative research methods in advertising and public relations campaign development, management, and evaluation.

### **Jour 3279W:** Public Relations Writing and Campaign Tactics

Overview of public relations tactics. Emphasizes professional skills in writing for various audiences and purposes.

## 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.

## For more information:

### **About the Journalism major:**

School of Journalism and Mass Communication Student Services Center  
110 Murphy Hall  
(612) 625-0120  
<http://www.sjmc.umn.edu/>

### **About CLA requirements, graduation, and other information about majors:**

CLA Communications and Media Student Community  
B-16 Johnston Hall  
(612) 624-1820

### **or**

CLA Martin Luther King, Jr. Program  
19 Johnston Hall  
(612) 625-2300  
<http://www.class.umn.edu/mlk/>  
[mlk@class.cla.umn.edu](mailto:mlk@class.cla.umn.edu)

### **About careers, internships, and community learning opportunities in this major and others:**

Career and Community Learning Center  
135 Johnston Hall  
(612) 624-7577  
[www.cclc.umn.edu/](http://www.cclc.umn.edu/)  
[cclc@class.cla.umn.edu](mailto:cclc@class.cla.umn.edu)

### **About graduation with honors:**

CLA Honors Division  
20 Nicholson  
(612) 624-5522  
[www.honors.class.umn.edu/](http://www.honors.class.umn.edu/)  
[honors@class.cla.umn.edu](mailto:honors@class.cla.umn.edu)

2. The Journalism major requires you to submit an application for admission.  
Applications are due around the third 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 Services 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.

## Admission

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## 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!**