

SCHOOL OF COMMUNICATION

B.A. Journalism and Promotional Communication Integrated Promotional Communication Track

Integrated Promotional Communication provides expertise in a wide range of strategic communication techniques. Majors are well-versed in diverse communication specialties including public relations,

- Professional writing and developing marketing campaigns remain foundational to promotional communication. Our program trains students to write to the styles and expectations of the field. Majors also work with a client to complete a campaign.
- Today's integrated promotional professionals are expected to have digital skills to create podcasts, videos, photos, brochures, and other promotional materials, be able to engage audiences through social media, and assess the effectiveness of social media campaigns. Our program provides hands-on training in the tools (e.g. Adobe Creative Suite) necessary to create effective digital content.
- Theory courses focus on social scientific theories that inform persuasion strategies and campaigns, along with understanding the ethics of the field.

Career Opportunities

Integrated Promotional Communication graduates have landed positions at top advertising, public relations and integrated communication agencies in the Cleveland area and around the country. Here are some common career paths.

Advertising	Media Relations
Communication Campaign Consulting	Media Research (law firms)
Community Relations	Non-profits Organizations
Corporate Communication	Public Information Departments (govt. agencies)
Development and Fund Raising	Public Relations
Digital Content Production	Sales & Marketing
Investor Relations	Strategic Communication
Market Research	Surveys and Public Opinion Agencies
Media Analyst	

Internships

The School of Communication encourages *Journalism and Promotional Communication* majors to complete at least one internship during their undergraduate studies. Internships allows students to gain valuable skills, network with professionals in their field, gain professional feedback, and build their resume. For more information about School of Communication Internships visit our website: <https://class.csuohio.edu/communication/cominternships>.

If you are interested in the *Integrated Promotional Communication* Major contact the School of Communication for more information and schedule an appointment with our *Journalism and Promotional Communication* Major Director:



216-687-4630



communication@csuohio.edu



2001 Euclid Avenue, MU 233 Cleveland, Ohio

Integrated Promotional Sequence Requirements

Effective Fall 2020

Students must complete a minimum of 43 credits and maintain a 2.25 GPA to graduate with a major in Journalism and Promotional Communication. All School of Communication Majors are required to successfully complete Com 101 (Principles of Communication) and Com 303 (Communication Inquiry) with a minimum grade of C. Students in the Journalism & Promotional Communication major must complete Com 225 (Media Writing) with a minimum grade of B- (B minus). Transfer students must complete at least 20 credit hours, including their capstone, in communication courses at CSU.

JOURNALISM & PROMOTIONAL COMMUNICATION MAJOR CORE REQUIREMENTS: (7 Courses Required)

School Core Courses (6 Credits)

___ COM 101 Principles of Communication

___ COM 303 Communication Inquiry*

Major Lower Division Core Courses (9 credits)

___ COM 224 Foundations Journalism & Promo. Com.*

___ COM 226 Mass Media & Society*

___ COM 225 Media Writing*

Major Upper Division Core Courses (6 credits)

___ COM 335 Multimedia Storytelling *

___ COM 425 Publication Design*

INTEGRATED PROMOTIONAL COMMUNICATION SEQUENCE REQUIREMENTS: (7 Courses Required)

Integrated Promotional Communication Sequence Courses (12 credits)

___ COM 257 Principles of Public Relations *

___ COM 455 Communication Campaigns*

___ COM 260 Principles of Advertising*

___ COM 464 Media Metrics & Analytics*

___ COM 350 Persuasion Comm. & Attitude Change

Capstone Requirement (4 credits) - Both of the following courses must be taken together in the student's final semester.

___ COM 447 Promotional Production

___ COM 363 Journalism and Media Laboratory

INTEGRATED PROMOTIONAL COMMUNICATION SEQUENCE ELECTIVE COURSES (1 Course Required)

___ COM 327 Media Criticism

___ COM 361 Social Issues in News*

___ COM 328 Specialized Writing*

___ COM 370 Com Technology & Social Change

___ COM 347 Political Communication

___ COM 371 The Documentary in Jrnslm & Promo. Com.

___ COM 355 Psychological Processing of Media*

___ COM 372 Podcasting: Reporting with Sound

___ COM 358 Media Law, Economics & Ethics

___ COM 490 Internship in Communication*

___ COM 359 International Communication*

* Indicates courses with pre-requisites. Please check for pre-requisites located with the course descriptions in CSU's online Undergraduate Catalog.

Students with questions regarding their Major Degree Requirements should contact the School of Communication's Main Office at (216) 687-4630 to set up an appointment with their Major Academic Advisor. Questions concerning Graduation and General Education Requirements should be directed to the C.L.A.S.S. Advising Office at (216) 687-5040.

Journalism and Promotional Communication Major Adviser Notes:

Signature

Date