Journalism and Public Relations
Bachelor of Arts in Journalism and Public Relations

Why Should I Major in Journalism and Public Relations at Seton Hall?
The Department of Communication at Seton Hall University offers a Bachelor of Arts (B.A.) in Journalism and Public Relations. This program provides a focused study in specific areas of journalism and public relations. Students learn how to effectively use the written word to convey news and information. Small class sizes and experienced faculty create the best educational environment. Several partial scholarships are available including the Lushkis scholarship and the Oppenheimer scholarship. The department also offers co-curricular experiences with student-oriented activities such as The Setonian newspaper, the Public Relations Student Society of America, Hook Advertising, WSOU 89.5 FM student-run radio station and Pirate TV.

The Curriculum:
The Journalism and Public Relations major stresses a thorough understanding of media as social instruments emphasizing responsibility, professionalism and ethics, as well as hands-on practical experience in all aspects of communication technology. Each track involves a comprehensive program of pre-professional courses tailored for each student’s needs. Students are encouraged to take internships to complement their educational experience.

What Does It Take to Graduate?
To graduate with a Bachelor of Arts in Journalism and Public Relations, students must successfully complete the required 45 credits for the major, as well as the College of Arts and Sciences core curriculum. Students must also complete a senior seminar, which involves a final thesis and/or project relating to their field of study.

Career Opportunities:
Many internship and cooperative learning opportunities are available to Journalism and Public Relations students in their junior or senior years, including with ABC, NBC and The Washington Post, The New York Times, The Boston Globe, and with top public relations and advertising firms. Internships at many New York media companies offer real-world experiences and career opportunities. In order to participate in an internship for course credit, students must successfully complete the required courses and have a minimum GPA of 3.0.

A bachelor’s degree in Journalism and Public Relations is an excellent foundation for graduate school. Opportunities for continued studies include the Master of Arts Corporate and Public Communication at Seton Hall. Other options include graduate study in media and communication, museum professions, law, education and business and the Master of Fine Arts.

How Do I Apply for Admission?
Complete your application and include the $55 non-refundable application fee ($45 if applying on-line). Freshmen applicants must submit official high school transcripts and any college or university transcripts where credit was attempted, plus the results of the SAT I or ACT assessments. Transfer students must submit transcripts from each college or university where credit was attempted and those with less than 24 earned credits must complete the freshman requirements. Applications are available at admissions.shu.edu

Can I Get Financial Aid?
Almost 90 percent of the students who entered Seton Hall last year received some form of financial aid, and 75 percent of these students received money directly from the University. The four types of financial aid include scholarships, grants and discounts, loans, and part-time jobs on campus. For further information, visit admissions.shu.edu/FinancialAid.htm or call (973) 761-9332.
Journalism and Public Relations Requirements:

### Core Curriculum Requirements*

A. English Language (6 credits)  
B. Communication (3 credits)  
C. Mathematics (3 credits and prerequisites)  
D. Natural Sciences (6 credits) and Behavioral Sciences (6 credits)  
E. Western Civilization (6 credits), Foreign Language (6 credits) and American/African, Asian and Latino Civilizations/Foreign Literature/Advanced Language (6 credits)  
F. Ethical Questions (3 credits)  
G. Philosophy and Religious Studies (9 credits)

*Please see Undergraduate Catalogue*

### Communication Major

45 credit hours, including:

#### Department of Communication Core Requirement (15 credits)

- COST 1600 Oral Communication
- COMM 1421 Writing for the Media
- COMM 1670 Introduction to Communication Theory
- COMM 2135 Communication Ethics
- COMM 2135 Communication Research

#### Journalism and Public Relations Major (30 credits)

- COJR 2431 American Journalism
- COMM 2136 Communication Law
- COPA 2512 Public Relations I

#### Journalism Track:

- COJR 2421 News Reporting
- One of the following:
  - COTC 2240 Media Criticism
  - COJR 3430 Journalistic Tradition
  - COJR 3432 Women in the Media
  - COJR 3421 Advanced News Reporting
  - COJR 3426 Magazine Writing
  - COJR 3428 Publications Editing
  - COJR 4424 Broadcast News OR
  - Six credits of approved department electives
- COJR 5499 Senior Seminar

#### Public Relations Track:

- COPA 2515 Promotional Writing
- COPA 3521 Newspaper Advertisement
- COPA 3521 Broadcast Advertisement
- Six credits of approved department electives
- COPA 5599 Senior Seminar

#### Communication Certificates

- Computer Graphics (19 credits)
- Digital Media and Video (21 credits)
- Digital Media Production for the Web (25 credits)
- Television/Video Production (12 credits)

Please see the Undergraduate Catalogue for a list of required and elective courses in each certificate.

### Degree Requirements

130 total credit hours

Students can minor or double major in any of the College of Arts and Sciences disciplines.