Duquesne Media – Ad/PR Major - Public Relations Focus (15 Credits)

- **JMA 140**  
  Media Literacy  
  Fall & Spring

- **JMA 243**  
  PR in Strategic Media  
  Fall

- **JMA 260**  
  New Media Production  
  Fall & Spring

- **JMA 200W**  
  Multiplatform Newsroom 1  
  Fall & Spring

- **JMA Elective**  
  i.e. JMA 405 Graphic Design Process  
  Prereqs: JMA 260 Spring

- **JMA 410**  
  PR Strategies & Case Studies  
  Prereqs: JMA 243 & 200W Spring

- **JMA 418W**  
  PR Campaigns (CAPSTONE)  
  Prereqs: JMA 243 and JMA 200W and JMA 410 and JMA 467 (or with permission of the professor) Spring

- **JMA 243**  
  PR in Strategic Media  
  Fall

- **JMA Elective**  
  Fall & Spring

- **JMA 200W**  
  Multiplatform Newsroom 1  
  Fall & Spring

- **JMA 467**  
  Media Research Methods  
  Fall

- **JMA Elective**  
  Fall & Spring

- **JMA 418W**  
  PR Campaigns (CAPSTONE)  
  Prereqs: JMA 243 and JMA 200W and JMA 410 and JMA 467 (or with permission of the professor) Spring

- **JMA 465W**  
  Media Ethics  
  Fall & Spring

- **JMA 467**  
  Media Research Methods  
  Fall

- **JMA Elective**  
  Fall & Spring

- **JMA 418W**  
  PR Campaigns (CAPSTONE)  
  Prereqs: JMA 243 and JMA 200W and JMA 410 and JMA 467 (or with permission of the professor) Spring

- **JMA 465W**  
  Media Ethics  
  Fall & Spring

- **JMA 473**  
  Media Law and Regulation  
  Fall & Spring

- **MKTG 271**  
  Introduction to Marketing  
  Fall & Spring