



**CAL POLY**  
Journalism  
COLLEGE OF LIBERAL ARTS

# JOURNALISM

## Contact

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Graphic Arts Building 26,  
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[journalism.calpoly.edu](http://journalism.calpoly.edu)

The journalism program gives students a fundamental understanding of the ethics and values of journalism and prepares them for the rapidly changing nature of the media professions. All journalism majors are expected to serve as staff members of the department's communications media, including:

- Mustang News across digital, broadcast and print platforms
- CCPR, the student-run public relations firm
- KCPR, the FM-stereo radio station
- News and programming operations of CPTV, Cal Poly's TV station

Students are also expected to participate in professional and scholarly organizations in their areas of interest, in addition to applying acquired skills and developing professional abilities in an approved media internship.



## Journalism (B.S.)

The Journalism Department offers a professional program leading to the Bachelor of Science degree in journalism. All majors must complete the basic journalism core courses in addition to a sequence of courses selected from an identified track and a list of electives chosen in consultation with an academic advisor.

## Major

### *Digital Communication*

- Multimedia
- Video production
- Audio production
- Web and app development
- Social media
- Digital storytelling

### *Electronic Media*

- Television news
- Radio programming/production
- Broadcast production

### *Newspaper & Online Publishing*

- Reporting
- Editorial writing
- Investigative journalism
- Sports reporting
- Editing
- Design and production
- Circulation
- Marketing/advertising

### *Public Relations/*

### *Corporate Communication*

- Government relations
- Promotion
- Advertising
- Marketing
- Special events
- Social media

### *Book Publishing*

- Editing
- Sales
- Publicity/promotion
- Production

### *Writing*

- Technical writing
- Science and medical writing
- Freelance writing

### *Education*

- Teaching
- Research

### *Law*

- Intellectual property
- Prosecution/defense

## Where can this major take me?

