

# Madonna University

## Journalism/Public Relations • College of Arts and Humanities

### About the Program

Students may select from two different majors – Journalism/Public Relations and English/Journalism. Both majors prepare students for a wide variety of mass media careers. The **Journalism/Public Relations** major provides a comprehensive education in mass media communication and also allows students to develop skills in related areas. The **English/Journalism** major offers a flexible exploration of the English and Journalism disciplines.

### Department history/mission

In keeping with Madonna University's mission of preparing students for careers, the Journalism/ Public Relations and English/ Journalism majors and minors exist to enhance the career development of students seeking employment in any mass communication-related field. These programs provide the skills necessary for successful careers and help students understand the theoretical constructs in the discipline.

### Unique features

- Small class sizes that allow individualized instruction.
- Extensive use of technology, including desktop publishing, computer-assisted reporting, web page applications, and digital photography.
- Hands-on experience with student publications – *The Madonna Herald* and the *Madonna Herald Online*.
- Internship and co-op positions that provide students with on-the-job experiences.
- Opportunities to specialize in art, professional and technical writing, video communications, or marketing.
- Faculty members with professional experience.

### Journalism/Public Relations Major: Bachelor of Arts (46 s.h.)

#### Required Major Courses:

JRN 1210	Introduction to Graphic Design (ART*)	4 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 2050	Public Relations Writing	3 s.h.
JRN 2860	Editorial and Feature Writing	3 s.h.
JRN 3130	Photography I	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
JRN 3570	Editing and Copyreading	3 s.h.
JRN 4010	Foundations of Mass Communication	3 s.h.
JRN 4160	Advanced Newspaper Production	2 s.h.
JRN 4750	Special Topics in Journalism/Public Relations	1-3 s.h.
JRN 4910	Journalism/Public Relations Practicum/Co-op Education	3-12 s.h.
ENG 4950	Senior Seminar	3 s.h.
Major electives, <i>to be chosen from</i> 13 s.h.		
	ART 2070 Creative Design and Color (4 s.h.)	
	ART 2680 Graphic Design II (4 s.h.)	
	ART 3100 Advertising Design (4 s.h.)	
	ART 4250 Advanced Graphic Design (4 s.h.)	
	ENG 2090 Approaches to Grammar (4 s.h.)	
	ENG 2440 Technical Writing (3 s.h.)	
	ENG 2620 Language and Culture (3 s.h.)	
	ENG 3050 Creative Writing (3 s.h.)	
	ENG 3260 Business and Professional Writing (3 s.h.)	
	JRN 2100 Media Relations in Sport (SM*) (3s.h.)	
	JRN 2610 Television Production I (BCA*/SPH) (3 s.h.)	
	JRN 3140 Photography II (ART) (3 s.h.)	
	JRN 3150 Photoshop (ART*) (3 s.h.)	
	JRN 3610 Television Production II (BCA*/SPH) (3 s.h.)	
	JRN 4050 Advanced Public Relations (3 s.h.)	
	MIS 2850 Web Design for Business Applications (3 s.h.)	
	MKT 2440 Principles of Marketing (3 s.h.)	
	MKT 2550 Consumer Behavior (3 s.h.)	
	MKT 3070 Promotional Strategy (3 s.h.)	
	MKT 3870 Sales Management (3 s.h.)	
	MKT 4560 Marketing Management (3 s.h.)	

46 s.h.

### Journalism/Public Relations Major: Associate of Arts (24 s.h.)

#### Required Major Courses:

JRN 1320	Newspaper Reporting	3 s.h.
JRN 2860	Editorial and Feature Writing	3 s.h.
JRN 3130	Photography I	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
JRN 3750	Editing and Copyreading	3 s.h.
Major electives in Journalism <u>10 s.h.</u>		
24 s.h.		

#### Required Support Courses

<b>6 s.h. to be chosen from:</b>	
ART 2070	Creative Design and Color (3 s.h.)
JRN 1210	Introduction to Graphic Design (ART*) (4 s.h.)
JRN 2910, 3910	Practicum/Cooperative Education (1-6 s.h.)
MKT 2440	Principles of Marketing (3 s.h.)
MKT 2550	Consumer Behavior (3 s.h.)
MKT 3070	Promotional Strategy (3 s.h.)

### Journalism Minor (20 s.h.)

#### Required Minor Courses

JRN 1320	Newspaper Reporting	3 s.h.
JRN 2860	Editorial and Feature Writing	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
JRN 3570	Editing and Copyreading	3 s.h.
JRN 4160	Advanced Newspaper Production	2 s.h.
Minor Electives <u>7 s.h.</u>		
20s.h.		

Students seeking teacher certification in this minor are also required to complete JRN 3130, Photography I (3 s.h.), and JRN 4010, Foundations of Mass Communication (3 s.h.), with 1 s.h. required in electives. They may not include public relations-focused courses in their electives.

**Students may also review the majors in English-Journalism, Professional and Technical Writing, or Writing and Media Studies, or consider the minors in English, Broadcast and Cinema Arts, or Speech. See applicable information sheets.**



## For Admissions Information

Office of Undergraduate Admissions  
Madonna University  
36600 Schoolcraft Road  
Livonia, Michigan 48150-1176  
734-432-5339  
800-852-4951, ext. 5339  
Fax: 734-432-5424  
Web: [www.madonna.edu](http://www.madonna.edu)  
Email: [admissions@madonna.edu](mailto:admissions@madonna.edu)

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## For Program Information

Dr. Neal Haldane  
English and Communication Arts  
Madonna University  
36600 Schoolcraft Road  
Livonia, Michigan 48150-1176  
734-432-5559  
800-852-4951, ext. 5559  
Fax: 734-432-5393  
Email: [nhaldane@madonna.edu](mailto:nhaldane@madonna.edu)

Madonna University reserves the right to withdraw or modify information in this brochure. See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

The Journalism/Public Relations and English/Journalism majors help students:

- Learn and apply the necessary professional skills, which include researching, interviewing, reporting, writing, revising, editing, photographing, and disseminating written and broadcast stories.
- Understand the theoretical concepts of mass media influence and effects.
- Learn the history and role of mass media industries.
- Comprehend the legal rights and responsibilities of journalists.
- Consider the ethical ramifications of journalistic decisions.

## What Employers Say:

“Without her help, the projects she has worked on would have been nearly impossible to complete.”

“Having a capable student intern on staff allows us to handle day-to-day operations with a fresh perspective.”

“(She) is a self-starter and extremely efficient, which allowed us to assist more community groups and add more detail to each project.”

“(She) has been a great asset to our firm. She’s flexible, talented, smart, a great team player, and most of all, willing to go the extra mile.”

“The fall months are our busiest time in the PR/fundraising area and (her) presence and work made an invaluable impact in our endeavors.”

“(He) has been extremely dependable, enthusiastic and attentive to his duties. His enthusiasm and concern for the quality of work has been a big lift to my efforts.”

## The Faculty/Areas of Expertise

**Cecilia Donohue** (M.B.A., St. John’s; Ph.D., Kent State); Business and Technical Communications, American Literature, Women’s Studies

**Kevin Eyster** (Ph.D., Kentucky); American Literature, Folklore, Composition

**Neal Haldane** (Ph.D., Wayne State); Journalism Public Relations, Service Learning, Composition

**Monika Kimball** (M.A., Eastern Michigan); Director, English as a Second Language

**Mary Minock** (A.D., Michigan); Rhetoric and Composition, Linguistics, Writing Across the Curriculum

**Kathleen O’Dowd** (Ph.D., Michigan State); British Literature, Women’s Studies.

**James Reilly** (M.B.A., Michigan State; Ph.D., Wisconsin); American Literature, World Literature

**Laurence Rudnicki** (M.A., Michigan); British Literature, World Literature, Creative Writing