

# JOURNALISM

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Program Director: Peggy Rupprecht

The Journalism major is made up of three tracks: Advertising, News and Public Relations. Students in all three tracks learn from professors with professional experience. The cutting-edge classes balance theoretical foundations with hands-on work in project-based learning that builds a portfolio, whether writing, social media, public relations strategies, advertising campaigns, podcasts or visual forms of communication. Students do research and gain valuable experience with internships with agencies, nonprofits, athletic organizations, businesses, magazines and news organizations.

B.A., Major in Journalism (<http://catalog.creighton.edu/undergraduate/arts-sciences/csdj/journalism/journalism-major/>)