

Communication Studies B.A.

Requirements

1. **Complete General Education and University requirements for the Bachelor of Arts Degree. (52 units)**
2. **Complete the following prerequisites to the major: (6 units)**
 - a. Complete G.E. Area A1 by taking:
COMM 2000 – Public Speaking, 3 units or
COMM 2110 – Group Discussion Processes, 3 units
 - b. Complete G.E. Area D2 by taking:
COMM 2011 – Introduction to Communication Studies, 3 units or
COMM 2200 – Introduction to Mass Media, 3 units
3. **The department recommends:**
 - a. Complete G.E. Area A3 by taking:
COMM 2300 – Argumentation and Critical Thinking, 3 units
4. **Complete the major with no fewer than 36 upper-division units, as approved by the major adviser. Majors must take all course counted toward the major for a letter grade if the letter grade option is available.**
5. **Students must achieve a C-minus grade or better in all prerequisites to the major.**
6. **Students must achieve a C-minus grade or better in all courses that count toward fulfilling the requirements for the major.**
7. **Students must achieve an overall average of 2.0 GPA or better in the major.**
8. **Completion of a minor is not required.**

Department of Communication Studies					
	Oral Communication Competence (Aligned with PLO #1)	Theory (Aligned with PLO #2)	Methods (Aligned with PLO #4)	Cultural Communication Values (Aligned with PLO #5)	Critical Thinking (Aligned with PLO #3)
Required Lower Division GE Pre-Requisites (6 units)	2000 (Pub Speak.) OR 2110 (Groups)	2011 (Intro. to Comm) OR 2200 (Intro. to Mass Media)			
Recommended Lower Division GE Course (3 units)					2300 (Arg. and Critical Thinking)
Common Core Required (12 units)		3200 (Theory; WP)	3900 (App Soc Sci Methods) OR 3910 (Critical Interp)	3550 (Media & Public Perception) OR 4160 (Intercultural)	4900 (Capstone)
Electives (24 units)	Contextual Application (Variously Aligned with PLO #1-5)				
	<i>Public Communication and Advocacy</i> (Choose Two)	<i>Relational and Social Dynamics</i> (Choose Two)	<i>Media Studies & Communication Technology</i> (Choose Two)	<i>Strategic and Professional Communication</i> (Choose Two)	
	3112 (Radio) - Semester 1 3140 (Pers. Msg.) 3150 (Prof Speak) 3400 (Oral Interp) 4175 (Activism) 4500 (Political Comm) 4165 (Global Org.)	3050 (Online Romantic Relationships) 3100 (Adv IP) 4040 (Gender) 4050 (Relational) 4060 (Family) 4100 (Group Comm) 4130 (Comm & Aging) 4150 (Nonverbal) 4190 (Conflict & Comm)	3112 (Radio) - Semester 2 3210 (Intro to Computer Mediated Comm) 3500 (Web Design) 3600 (Magazine) 3620 (Sport Comm) 4140 (Rhetoric of Pop Cult) 4200 (Theory & Res) 4210 (Social Media Comm & Society) 4220 (Tech & Comm) 4400 (Visual Comm)	3110 (Org Comm) 3120 (Management) 3215 (Public Relations) 4020 (Comm in Class) 4110 (Train & Consult) 4115 (Leadership) 4170 (Prof Int.) 4180 (Health Comm) 4215 (PR Campaigns)	
OPTIONAL Substitutions (3 units)	In consultation with your assigned advisor, students may substitute ONE upper division elective OR one additional core course to count toward an elective from any one of the four contextual application categories. All students must take 24 units, in total, across the four contextual application categories.				

Program Learning Outcomes

Students are expected to achieve the following competencies:

- 1. Oral Communication:** Present oral messages using appropriate modalities and technologies for the audience, purpose, and context to accomplish communication goals
- 2. Writing:** Construct written messages using appropriate modalities for the audience, purpose, and context to accomplish communication goals
- 3. Critical Thinking:** Demonstrate the ability to think critically through the analysis of mediated and non-mediated messages
- 4. Research:** Demonstrate the ability to read, comprehend, apply, synthesize and evaluate research in communication
- 5. Values:** Demonstrate the ability to apply ethical frameworks in a variety of contexts in a multicultural and globalized society