Programs Offered

• Bachelor of Arts in Communication
  - Emphasis in Environmental Communication
  - Emphasis in Health Communication
  - Emphasis in Business and Nonprofit Communication
• Minor in Communication

The BA in Communication is based on a thorough examination of how we use language in a variety of specific social contexts. By critically considering how meaning is negotiated in health, environmental, and business/nonprofit settings, students will appreciate the complexity of coordinating our actions.

By working in diverse small and large groups, making presentations, and using a variety of channels – from face-to-face to telephone, email to internet, students who complete the program will be prepared to take responsibility for their interactions within their communities and the workplace of their choosing.

Careers

Major career opportunities include environmental advocacy, nonprofit and business management, and health services. Additional employment avenues include: mediation, counseling, public affairs, government, entrepreneurship, sales, community relations, employee relations, teaching, consulting, event planning, media entertainment, law, international relations, teaching, consulting, event planning, media entertainment, law, international relations, social and human services, advertising, journalism, marketing, public relations. Students may also pursue graduate studies.

Requirements for the Bachelor of Arts Degree in Communication - 120 units

Lower Division .................. 12 units
Upper Division .................. 33 units
General Education ............... 45 units

According to the GE requirements, students must take 9 units from those interdisciplinary courses numbered 330-349 and 430-449. Six of the 9 units can be double counted and 3 of the 9 units must be outside the major and not cross listed with the COMM prefix.

Title V: American Institutions

Requirement .................... 6 units
Electives .......................... 24 units
TOTAL ............................. 120 units

Lower Division Requirements - 12 units
COMM 101 Public Speaking 3
COMM 200 Introduction to Communication Studies 3

Choose any 2 of the following:
COMM 210 Interpersonal Communication 3
COMM 211 Discerning Information in an Interconnected World (LIB) 3
COMM 220 Group Communication 3

Upper Division Requirements - 33 units
Required Courses 15 units
COMM 310 Communication Research Methods 3
COMM 320 Persuasion and Argumentation 3
COMM 321 Cultural Conversations 3
COMM 340 Conflict Management and Mediation 3
COMM 499 Capstone Project 3

Major Electives - 6 units
You may choose any 2 upper division COMM courses:
COMM 301 Advanced Public Speaking 3
COMM 322 Sociology of Popular Culture (SOC/ENGL) 3
COMM 331 Art, Society and Mass Media (ART) 3
COMM 335 Politics and Film (POLS) 3
COMM 336 Multicultural Literature and Communication (ENGL) 3
COMM 345 Media Literacy and Youth Culture (EDUC) 3

Program Learning Outcomes

After having completed the requirements for the degree, students will be able to:
• demonstrate effective collaboration skills with others in one-on-one and small/large group settings, and with audiences of diverse memberships;
• identify an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies and medium;
• analyze messages critically for content, purpose, organization, argument, style and meaning;
• demonstrate the ability to analyze and create solutions to interpersonal, organizational, and community conflict;
• demonstrate proficiency in written and oral communication; and
• differentiate ethical dimensions of health, environmental or organizational messages and estimate their impact upon a given community.

Faculty

Terry Ballman, PhD
- Professor of Spanish
- Chair, Communication Program

Stephen Clark, PhD
- Interim Chair
- Associate Professor of Spanish

Tracylee Clarke, PhD
- Assistant Professor of Communication Program Advisor

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ENGL 337 Literature of the Environment 3
C2, D, UDIGE

ECON 329 Managerial Economics 3
(Prereq. ECON 110, 111 and MATH 140 or 150)

ECON 370 The World Economy 3
(Prereq. ECON 110 or 329)

ENGL 483 Technical Visual Communication 3

MGT 307 Management of Organizations 3

MKT 310 Principles of Marketing 3

MKT 410 International Marketing Management 3
(Prereq. MKT 310)

POLS 320 Public Administration 3

PSY 432 Seminar in Leadership 3
D, E, UDIGE

*Students must receive a “C” or better in Communication courses in order to have them count towards their major.

Minor in Communication - 18 units
The minor in Communication affords non-majors the opportunity to learn the fundamental skills necessary to interact with diverse others in a wide variety of contexts. Students will survey the field of communication studies and learn the basic skills to interact one-on-one and in small and large groups.

Lower Division Requirements - 9 units
COMM 101 Public Speaking 3
COMM 200 Introduction to Communication Studies 3

Select one of the following:
COMM 210 Interpersonal Communication 3
COMM 220 Group Communication 3
COMM 211 Discerning Information in an Interconnected World (LIB) 3

Upper Division Requirements - 9 units
Select 3 courses from any Upper Division COMM course