

Communication

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, social and human services, advertising, journalism, marketing, public relations. Students may also pursue graduate studies.

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



Channel Islands
CALIFORNIA STATE UNIVERSITY

The University

The 670-acre site of California State University Channel Islands is located minutes from the Pacific Ocean, where the Oxnard Plain meets the Santa Monica Mountains. The main entrance to the campus winds through agricultural fields, orchards, coastal scrub, and crag-topped foothills with spectacular rock formations. Equally dramatic is the campus architecture. The sprawling 1930's Spanish revival buildings, cloistered hallways, Bell Tower, tiled fountains, open space, and many courtyards house our 21st century university.

The academic programs offered at CSUCI form a challenging and unique curriculum. Exceptional faculty are active in research, current in their disciplines, and dedicated to students. Top-notch teaching, integrated curricula, and up-to-date technology all add up to an excellent educational experience. As part of the CSU system, CSUCI has access to resources of the largest higher educational system in the nation.

University Mission Statement

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

For More Information

Communication Program
communication@csuci.edu
http://communication.csuci.edu

Admissions

prospective.student@csuci.edu
http://www.csuci.edu/admissions
(805)437-8520

Transfers

http://www.assist.org

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

Continued on back.

Communication

- COMM 346 School Communication (EDUC) 3
COMM 430 Political Communication (POLS) 3
COMM 490 Special Topics 3
COMM 492 Internship/Service Learning 1-3
(Repeatable up to 3 units)
COMM 494 Independent Study 1-3

Emphasis Requirements - 12 units

Choose 1 emphasis below.

Environmental Communication Emphasis

- COMM 443 Environmental Communication (ESRM) 3
(Prereqs. ESRM 100 and COMM101 or 320) D, UDIGE

Plus 3 electives - 9 units

- ANTH 332 Human Ecology (ESRM) 3
D, UDIGE
BIOL 313 Conservation Biology (ESRM) 4
(Prereq. BIOL 200)
BIOL 433 Ecology and the Environment 4
(Prereq. BIOL 200) B2, UDIGE
CHEM 101 Chemistry and the Environment 3
B1
CHEM 301 Environmental Chemistry 3
(Prereq. CHEM 122)
COMM 450 Environmental Conflict Resolution (ESRM/POLS) 3
ENGL 337 Literature of the Environment 3
C2, D, UDIGE
ESRM 329 Environmental Law and Policy 3
(Prereq. ESRM 100)
ESRM 462 Coastal and Marine Resource Management 4
(Prereqs. BIOL 433, ESRM 200, 329)
ESRM 463 Water Resources Management 4
(Prereqs. BIOL 433, ESRM 200, 329)
ESRM 464 Land Use Planning & Open Space Management 4
(Prereqs. BIOL 433, ESRM 200, 329)
ESRM 482 Issues in Environmental Planning & Resource Management 3
(Prereqs. BIOL 433, ECON 362, ESRM 329)
ESRM 483 Issues in Global Resource Management 3
(Prereqs. BIOL 433, ECON 362, ESRM 329)
GEOL 321 Environmental Geology 4
B1

May also select either:

- GEOL 121 Physical Geology 4
or
GEOL 122 Historical Geology 3

Health Communication Emphasis

- COMM 441 Health Communication (NRS) 3
(Prereq. COMM 320) D, UDIGE

Plus 3 electives - 9 units

- ANTH 104 Introduction to Bioanthropology 3
B2

- ANTH 443 Medical Anthropology: Cross Cultural Perspectives on Health & Healing 3
D, UDIGE
BIOL 331 Biotechnology in Twenty-First Century (BUS) 3
B2, D, UDIGE
BIOL 332 Cancer and Society 3
B2, D, UDIGE
BIOL 333 Emerging Public Health Issues 3
B2, E, UDIGE
BIOL 432 Principles of Epidemiology and Environmental Health 3
B2, D, UDIGE
(Prereqs. BIOL 201, CHEM122)
BUS 341 Drug Discovery & Development 3
(CHEM/ECON) B1, D, UDIGE
HLTH 322 Health Issues in Education 2
E
MGT 426 Management of Healthcare Organizations 3
(Prereq. MGT 307)
NRS 352 Health Promotion and Patient Education Strategies 3
PSY 342 Complementary and Alternative Health (NRS) 3
C3b, E, UDIGE
PSY 348 Healthy Aging (SOC/NRS) 3
D, E, UDIGE

Business & Nonprofit Communication Emphasis

- COMM 442 Organizational Communication 3
(Prereqs. COMM 101 and COMM 210 or 220 A1, UDIGE)

Plus 3 electives - 9 units

- BIOL 326 Scientific & Professional Ethics (MGT) 3
COMM 333 Nonprofit Organizations (BUS/ECON/ POLS) 3
D, UDIGE
BUS 340 Business & Economics in American Literature (ECON/ ENGL) 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 300)
ECON 471 International Trade 3
(Prereq. ECON 310 or 329)
ENGL 483 Technical Visual Communication 3
MGT 307 Management of Organizations 3
MGT 325 Entrepreneurial Management 3
MGT 410 Management of International Business 3
MGT 421 Human Resource Management 3
(Prereq. MGT 307)
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

