Bachelor of Arts in Communication

Communication and media shape the ways we understand and interact in our social worlds. The 45-unit Bachelor of Arts in Communication degree helps students develop valuable communication understandings and skills through a deep, practical, timely, and relevant curriculum. Five core courses expose students to major communication institutions and processes, theoretical perspectives and research techniques for studying those phenomena, and career pathways and ethical considerations for communication professionals. Students deepen these understandings and sharpen their skills by specializing in one of three concentrations: Relational and Organizational Communication, Media Studies, and Strategic Communication. Further, a wide range of Experiential Learning courses gives students hands-on experience in communication and media practices to prepare them for their careers. Together, this mix of theory and practice prepares students for a lifetime of personal, civic, and professional communication, including careers in various fields, such as: human resources, training and development; journalism, broadcasting, and filmmaking; digital/social media strategy and management; strategic communication for corporations, non-profits, and government entities; and many others.

Requirements (45 units)

Total units required for graduation: 120

Requirements for the B.A. in Communication

Core course requirements (15)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2101</td>
<td>Introduction to Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3101</td>
<td>Communication, Self, and Others</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3102</td>
<td>Media, Culture, and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4101</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4102</td>
<td>Ethical Aspects of Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Experiential Learning requirements (6)

Students choose six units from at least two of the following experiential learning courses. In these courses, students apply Communication theories and practices in supervised, “hands-on” activities, and they reflect on those experiences.

Students can only apply six experiential learning units toward the B.A. in Communication; however, additional experiential learning units may contribute to a minor (where applicable), or to a student’s general graduation requirements (120 units).

Experiential learning courses may not be used as elective units, either in the B.A. in Communication or its respective concentrations.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2291</td>
<td>Practicum in Relational and Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2292</td>
<td>Practicum in Mentoring</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2293</td>
<td>Practicum in Intercollegiate Forensics: Coyote Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2391</td>
<td>Practicum in Multimedia Journalism: Coyote Chronicle</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2392</td>
<td>Practicum in Digital Audio and Radio: Coyote Radio</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives (6)

In addition to the Communication core, experiential learning, and concentration coursework, students choose six elective units in COMM coursework to broaden and deepen their understandings of communication processes. Students can only apply six elective units toward the B.A. in Communication; however, additional elective units may contribute to a minor (where applicable), or to a student’s general graduation requirements (120 units).

Elective courses should be chosen in consultation with an advisor and, in the case of non-departmental electives, the approval of the chair. COMM 1000, 1002, 1006, and 1007 may not be applied toward the B.A. in Communication.

Concentration (18)

A minimum of 18 units from one of the following concentrations below must be chosen in consultation with an advisor.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2491</td>
<td>Practicum in Strategic Communication: Coyote PR</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2492</td>
<td>Practicum in Advertising: Coyote Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2592</td>
<td>Practicum in Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2593</td>
<td>Service Learning in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4291</td>
<td>Advanced Practicum in Relational and Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4292</td>
<td>Advanced Practicum in Mentoring</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4293</td>
<td>Advanced Practicum in Intercollegiate Forensics: Coyote Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4391</td>
<td>Advanced Practicum in Multimedia Journalism: Coyote Chronicle</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4392</td>
<td>Advanced Practicum in Digital Audio and Radio: Coyote Radio</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4393</td>
<td>Advanced Practicum in Television Journalism Production: Local Matters</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4491</td>
<td>Advanced Practicum in Strategic Communication: Coyote PR</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4492</td>
<td>Advanced Practicum in Advertising: National Student Advertising Competition team</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5792</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5793</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5794</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units 45

Note: Transfer students from a California community college who earned an appropriate Associate Degree for Transfer (AA-T or AD-T) in communication may complete the B.A. in Communication by selecting any of the three concentrations.

Concentrations (18 units)

Relational and Organizational Communication Concentration (18 units)

(Program Code: CMRO)

Core (9)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2201</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4202</td>
<td>Relational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4203</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
</tbody>
</table>
**Electives (9)**

Nine units chosen from:

- COMM 2231 Small Group Communication
- COMM 2251 Fundamentals of Interpersonal Communication
- COMM 3211 Business and Professional Communication
- COMM 3212 Persuasion
- COMM 3227 Topics in Relational and Organizational Communication
- COMM 3230 Nonverbal Communication
- COMM 3231 Communication for Training Programs
- COMM 4211 Communication and Gender
- COMM 4222 Communication and Conflict
- COMM 4231 Classroom Communication
- COMM 4241 Interviewing
- COMM 5222 Mediation Theory and Practice
- COMM 5267 Advanced Topics in Relational and Organizational Communication
- COMM 5280 Culture and Ethnicity in Language
- COMM 5952 Independent Study
- COMM 5953 Independent Study
- COMM 5954 Independent Study

Total Units 18

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**Media Studies Concentration (18 units)**

(program code: CMMS)

**Core (9)**

- COMM 3301 Media Institutions in Context 3
- COMM 3305 Digital Media and Society 3
- COMM 2301 Newswriting and Reporting 3
  or COMM 3354 Fundamentals of Screenwriting

**Electives (9)**

Nine units chosen from any of the following areas:

- Media Studies
  - COMM 3319 Topics in Media Studies
  - COMM 4301 Gender, Race, and Class in Media
  - COMM 4302 Latinx, Media, and Cultures
  - COMM 4303 Global Communication
  - COMM 4304 Media Effects
  - COMM 4305 Advertising as Social Communication
  - COMM 5301 Media, Sex, and Violence
  - COMM 5302 Communication Law and Policy
  - COMM 5303 Muslim Women in Media and Society
  - COMM 5319 Advanced Topics in Media Studies
- Film Studies
  - COMM 3331 The Development of Motion Pictures
  - COMM 3332 Movies in the Digital Age
  - COMM 3333 Film Analysis
  - COMM 3334 Global Cinema
  - COMM 3339 Topics in Film Studies
  - COMM 5339 Advanced Topics in Film Studies
- Digital Production
  - COMM 2351 Television Studio Production
  - COMM 3335 Visual Communication
  - COMM 3351 Introduction to Digital Video Editing
  - COMM 3353 Digital Video Field Production
  - COMM 3354 Fundamentals of Screenwriting
  - COMM 3359 Topics in Digital Production
  - COMM 3361 Digital Audio and Radio Production
  - COMM 4355 Digital Filmmaking I
  - COMM 4356 Digital Filmmaking II
- Multimedia Journalism
  - COMM 2301 Newswriting and Reporting
  - COMM 3371 Multimedia Journalism
  - COMM 3372 Publication Design
  - COMM 3379 Topics in Multimedia Journalism
  - COMM 5952 Independent Study
  - COMM 5953 Independent Study
  - COMM 5954 Independent Study

Total Units 18

1 If not already completed as a concentration core course.

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**Strategic Communication Concentration (18 units)**

(program code: CMSC)

**Core Requirements (15)**

- COMM 2301 Newswriting and Reporting 3
- COMM 3401 Introduction to Strategic Communication 3
- COMM 3402 Writing for Public Relations 3
- COMM 4401 Strategic Communication Campaigns 3
- COMM 5401 Crisis Communication 3

**Electives (3)**

Three units chosen from:

- ADMN 1500 Introduction to Administration
- COMM 3211 Business and Professional Communication
- COMM 3212 Persuasion
- COMM 3372 Publication Design
- COMM 5302 Communication Law and Policy
- COMM 3403 Business Literacy for Strategic Communication
- ECON 2201 Principles of Microeconomics
- ENTR 3000 Entrepreneurship and Innovation
- MGMT 3900 Principles of Strategy
- MKTG 3050 Marketing Principles

Total Units 18

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**Individualized Concentration (18 units)**

(program code: CMIP)

Students may propose a unique, individualized 18-unit concentration if the proposed concentration has curricular integrity and if it fulfills objectives that cannot be met through one of the concentrations listed above. Proposals, which require departmental approval, must be submitted no later than the student's junior year. Only 12 units of course work completed prior to such approval can be applied toward an individualized
concentration. Consult the department chair for exceptions that may apply to students at the Palm Desert campus.