Bachelor of Arts in Communication

Requirements (77 units)

Total units required for graduation: 180

Requirements for the B.A. in Communication

Core Courses (21)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 200</td>
<td>Introduction to Communication Studies</td>
<td>4</td>
</tr>
<tr>
<td>COMM 304</td>
<td>Intercultural Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 306</td>
<td>Communication Theory</td>
<td>4</td>
</tr>
<tr>
<td>COMM 400</td>
<td>Communication Research Methodology</td>
<td>4</td>
</tr>
<tr>
<td>COMM 491</td>
<td>Ethical Aspects of Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 499</td>
<td>Senior Project</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: Students transferring from a California community college who received credit for an intercultural communication course may substitute COMM 302, COMM 401, COMM 471, or COMM 580 for COMM 304 with consent of Department Chair.

Communication Practica (8)

Students must choose eight units from at least two of the following:

- COMM 243A Communication Practicum: Print and Online Journalism
- COMM 243B Communication Practicum: Radio
- COMM 243C Communication Practicum: Video Production for Journalism
- COMM 243D Communication Practicum: Public Relations
- COMM 243E Communication Practicum: Human and Organizational Communication
- COMM 382 Intercollegiate Forensics
- COMM 399A Community Service Project
- COMM 399B Community Service Project
- COMM 444A Advanced Communication Practicum: Television
- COMM 444B Advanced Communication Practicum: Research
- COMM 444C Advanced Communication Practicum: Research
- COMM 444D Advanced Communication Practicum: Mentoring
- COMM 591B Internship in Communication

Electives (20)

Twenty units in addition to those chosen in the concentration, of which 12 must be upper-division, selected in consultation with an advisor, and, in the case of non-departmental electives, the approval of the chair. COMM 120 and COMM 180 may not be applied toward the major.

Concentration (28)

See concentration.

A minimum of 28 units from one of the following concentrations below to be chosen in consultation with an advisor.

Note: Students transferring from a California community college who received credit for an intercultural communication course may substitute COMM 302, COMM 401, COMM 471, or COMM 580 for COMM 304 with consent of department chair.

Human and Organizational Communication Concentration (Program Code: CHOC)

Core (8)

Eight units chosen from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 307</td>
<td>Rhetorical Theory</td>
</tr>
<tr>
<td>COMM 403</td>
<td>Interpersonal Relations</td>
</tr>
<tr>
<td>COMM 421</td>
<td>Organizational Communication</td>
</tr>
</tbody>
</table>

Electives (20)

Note: COMM 307, COMM 403, or COMM 421 may only be taken as electives if they have not been taken to satisfy this concentration’s core eight unit requirement.

Twenty units chosen from:

- COMM 204 Introduction to Critical Communication Studies
- COMM 221 Small Group Communication
- COMM 225 Fundamentals of Interpersonal Communication
- COMM 302 Communication, Language and Culture
- COMM 305 Critical Approaches to Communication
- COMM 307 Rhetorical Theory
- COMM 308 Argumentation
- COMM 311 Business and Professional Communication
- COMM 312 Persuasion
- COMM 330 Nonverbal Communication
- COMM 331 Communication for Training Programs
- COMM 364 Topics in Human and Organizational Communication
- COMM 402 Ethnography of Communication
- COMM 403 Interpersonal Relations
- COMM 411 Gender and Communication
- COMM 421 Organizational Communication
- COMM 422 Communication and Conflict
- COMM 431 Classroom Communication
- COMM 441 Interviewing
- COMM 471 International Communication
- COMM 502 Communication Law and Policy
- COMM 511 Feminist Contributions to Communication Theories
- COMM 522 Mediation Theory and Practice
- COMM 543 Environmental Communication
- COMM 560 Health Communication
- COMM 564 Advanced Topics in Human and Organizational Communication
- COMM 580 Culture and Ethnicity in Language
- COMM 581 Contemporary Theories of Rhetoric
- COMM 593A Communication Approaches to Area Studies:
- COMM 595D Independent Study

Total Units 28

Note: Students transferring from a California community college with an acceptable AAT degree in Communication Studies will receive up to 15
units of transfer credit for the Human and Organizational Communication concentration, in the following categories:

- Communication Practica - 3 credits
- Communication Electives - 4 credits
- Concentration Electives - 8 credits

**Media Studies Concentration (Program Code: CMMS)**

**Core (12)**
- COMM 240 Writing for Media 4
- COMM 320 Media History and Institutions 4
- COMM 321 Media and Culture 4

**Electives (16)**
Sixteen units chosen from: 16
- COMM 245 Introduction to TV and Video Production
- COMM 309 Digital Media and Communication
- COMM 311 Business and Professional Communication
- COMM 335 Introduction to Digital Video Editing
- COMM 342 Publication Design and Makeup
- COMM 343 Nonfiction Reporting and Writing
- COMM 345 Advanced TV and Video Production
- COMM 346 TV and Video Field Production
- COMM 347 Fundamentals of Screenwriting
- COMM 348 Television News Writing and Reporting
- COMM 349 Online Reporting and Writing
- COMM 350 Online Journalism Production
- COMM 352 Entertainment Media Management
- COMM 365 Topics in Media Studies
- COMM 378 Contemporary Cinema and Society
- COMM 380 Visual Communication
- COMM 381 The Development of Motion Pictures
- COMM 387 Digital Audio/Radio Production
- COMM 401 Gender, Race and Media
- COMM 405 Media Effects
- COMM 409 Latina/os, Media and Culture
- COMM 410 Asian Media and Culture
- COMM 415 Advertising as Social Communication
- COMM 424 Film Analysis
- COMM 425 Film and New Media
- COMM 448 Documentary Production
- COMM 449 Fiction Production
- COMM 450 Media Audiences
- COMM 471 International Communication
- COMM 481 History and Development of Documentary
- COMM 502 Communication Law and Policy
- COMM 506 Media Sex and Violence
- COMM 550 Muslim Women in Media and Society
- COMM 565 Advanced Topics in Media Studies
- COMM 595B-E Independent Study (for a maximum of 5 units)

**Public Relations Concentration (Program Code: CPBR)**

**Core Requirements (20)**
- COMM 240 Writing for Media 4
- COMM 341 Public Relations Theory and Principles 4
- COMM 344 Public Relations Communication 4
- COMM 442 Public Relations Campaigns 4
- COMM 542 Issue Management and Crisis Communication 4

**Electives (8)**
Eight units chosen from: 8
- COMM 243D Communication Practicum: Public Relations
- COMM 309 Digital Media and Communication
- COMM 311 Business and Professional Communication
- COMM 312 Persuasion
- COMM 342 Publication Design and Makeup
- COMM 367 Topics in Public Relations
- COMM 380 Visual Communication
- COMM 415 Advertising as Social Communication
- COMM 421 Organizational Communication
- COMM 450 Media Audiences
- COMM 502 Communication Law and Policy
- COMM 520 Advanced Marketing Communication
- COMM 567 Advanced Topics in Public Relations
- COMM 591B-E Internship in Communication (for a maximum of 5 units)
- PA 307 Public Relations in the Public Sector

**Total Units** 28

**Individualized Concentration (Program Code: CMIP)**

Students may propose a unique, individualized 28-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.

**Total Units** 28