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

<table>
<thead>
<tr>
<th>Core course requirements (15)</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2101  Introduction to Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3101  Communication, Self, and Others</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3102  Media, Culture, and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4101  Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4102  Ethical Aspects of Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Experiential Learning requirements (6)</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>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, &quot;hands-on&quot; 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.</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electives (6)</th>
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</thead>
<tbody>
<tr>
<td>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.</td>
<td>6</td>
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<table>
<thead>
<tr>
<th>Concentration (18)</th>
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</thead>
<tbody>
<tr>
<td>A minimum of 18 units from one of the following concentrations below to be chosen in consultation with an advisor.</td>
<td>18</td>
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</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)

<table>
<thead>
<tr>
<th>Core (9)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2201  Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4202  Relational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4203  Organizational Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Elective (6)

Students must choose six units from the following courses, with the approval of the department chair 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.

<table>
<thead>
<tr>
<th>Elective Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2291  Practicum in Relational and Organizational Communication</td>
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<tr>
<td>COMM 2292  Practicum in Mentoring</td>
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<tr>
<td>COMM 2293  Practicum in Intercollegiate Forensics: Coyote Debate</td>
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<tr>
<td>COMM 2391  Practicum in Multimedia Journalism: Coyote Chronicle</td>
<td></td>
</tr>
<tr>
<td>COMM 2392  Practicum in Digital Audio and Radio: Coyote Radio</td>
<td></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 3241 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

### 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

### 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 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

1 If not already completed as a concentration core course.

### 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.