## Communication Emphasis in Public Relations & Advertising

**B.A. Degree**

### First Year

**FALL** | **WINTER** | **SPRING**
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* Photoshop and Illustrator Basics (ARTS 194B)(3 units) | | |
* Design Principles (ARTS 115)(4 units) | | |
* Fundamentals of Speech (COMM 104)(4 units) | | |
First Year Seminar (UNST 101/100)(2-6 units) | | |
College Writing (ENGL 111, 112, 113)(9 units) | | |
Lifetime Fitness (PEAC 120)(2 units) | | |
Growing Up in America (SSCI 104) OR Identity and Society (SSCI 105) OR Childhood in Global Perspective (SSCI 106)(4 units) | | |
Theme III: Religious Beliefs and Practice (4 units) | | |
Math Foundational Studies requirement (4 units) | | |
World Language Foundational Studies requirement (12 units) | | |

### Second Year

**FALL** | **WINTER** | **SPRING**
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* Mass Media (COMM 226)(4 units) | | |
* Communication Theory I (COMM 288)(4 units) | | |
* Interpersonal Communication (COMM 244)(4 units) | | |
* Public Relations (COMM 215)(4 units) | | |
* Principles of Advertising (COMM 237)(4 units) | | |
* Introduction to Writing for the Print Media (COMM 238) 4 units | | |
* Theory of Color for Artists & Designers (ARTS 116) 4 units | | |
* Digital Design Fundamentals (ARTS 194C)(3 units) | | |
* Mass Media (COMM 226)(4 units) | | |
** Introduction to Statistics I (MATH 251) OR Managerial Statistics (BUAD 341)(4 units) | | |
Theme IA: Understanding Human Beings OR National and Global Citizenship (4 units) | | |
Theme IVA: Life Science (4 units) | | |
Theme III: Religious Beliefs and Practice (4 units) | | |
Electives | | |

### Third Year

**FALL** | **WINTER** | **SPRING**
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* Persuasion (COMM 328)(4 units) | | |
* Gender and Communication (COMM 344)(4 units) | | |
* Communication Colloquium (COMM 485)(1 unit) | | |
* Introduction to Graphic Design (ARTS 248)(3 units) | | |
* Writing for Print Media (COMM 338) OR Writing for the Digital Media (COMM 339)(4 units) | | |
Exploring American Culture through Literature (HUMN 204) OR Expl. Amer. Culture through Visual and Perf. Arts (HUMN 205)(4 units) | | |
Upper Division Rhetorical Course: COMM 304, 365, 488, 490 (4 units) | | |
Adventism in Global Perspective (RLGN 304) OR Religion in Three Cultures (RLGN 305)(4 units) | | |
Theme IIA: Arts Appreciation or History (4 units) | | |
Theme IVB: Physical Science (4 units) | | |
Electives | | |

### Fourth Year

**FALL** | **WINTER** | **SPRING**
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** Communication Research Design (COMM 490)(4 units) | | |
* Public Relations Marketing and Development (COMM 315)(4 units) | | |
* Typography (ARTS 344)(3 units) | | |
* Communication Colloquium (COMM 285)(1 unit) | | |
* Visual Communication Design (ARTS 345)(3 units) | | |
Scientific Foundations: Choose one course from the following: NSCI 404, 405, 406, OR 407 (4 units) | | |
Religious, Moral & Social Aspects of Communication (UNST 404E)(4 units) | | |
Theme III: Religious Beliefs and Practice (4 units) | | |
Recommended: Internship (COMM 494)(4 units) | | |
Electives to complete 190 quarter units | | |

* Major Requirements (69 units) ** Cognate Requirements  # Course offered alternate years

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**2008-2009 CURRICULUM CHECK SHEET** is a guide to the requirements of this major. **It is NOT necessary to take these courses in the order given.** Please consult the online Bulletin for specific details (http://www.lasierra.edu/academics/bulletin). **Last updated 10/09/08**
COMMUNICATION
B.A. Degree

CAREER OPPORTUNITIES AND RELATED OCCUPATIONS:
Communication is a diverse academic discipline. Originating from the Aristotelian tradition which stressed oral communication skills, most current Communication programs offer much more—the development of written communication skills, studies in Media, Organizational Communication, Interpersonal Communication, Journalism, Public Relations, analysis of Media Effects, Popular Culture, and Rhetoric. La Sierra University's Communication faculty recognize that communication, on both the personal and social levels, is the foundation of human interaction. People with degrees in communication work in a wide range of occupations: advertising, education, healthcare, human resources, marketing, organizational consulting, motivational speaking, performing arts/drama, public relations, newspaper, radio, television, film, sports promotion, politics, campaign management, and pharmaceutical sales. Our recent graduates have entered graduate programs in: Communication, Family and Marriage Therapy, Law, and Journalism. In addition to a broad education and outstanding communication skills, knowledge about a specific subject is often important. Depending on the occupation, we encourage students to combine Communication with a second major to prepare for careers in areas such as law, politics, science, education, business, management, and marketing.

JOB OUTLOOK: The U.S. Department of Labor, Bureau of Labor Statistics, states that "employment in the industry is projected to grow 22 percent over the 2004-14 period, compared with 14 percent for all industries combined. New jobs will be created as the economy expands and generates more products and services to advertise. Increased demand for advertising and public relations services also will stem from growth in the number and types of media outlets used to reach consumers, creating opportunities for people skilled in preparing material for presentation on the Internet." www.bls.gov

SALARY: Salary.com provides median expected salary information for various communication positions in Riverside, CA, which require a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area:

Public Relations Specialist $43,079
Technical Writer $45,338
With experience and increased responsibilities salaries increase:
Employee Communications Manager $90,811
Marketing Communications Specialist $61,627

Websites:
La Sierra University http://www.lasierra.edu/
English & Communication http://www.lasierra.edu/english/

Department Contact:
Advisors:
Mary Wilson
Christine Law
Dan Tinianow

Location:
South Hall
Dept. of English & Communication
951-785-2241

Professional Organizations:
National Communication Association
1765 N. Street N.W.
Washington, D.C. 20036
http://www.natcom.org

Association Education Journalism & Mass Communication
http://www.aejmc.org

Public Relations Society of America, Inc.
33 Irving Place
New York, NY 10003-2376
http://www.prsa.org

Dow Jones Newspaper Fund Inc.
P.O. Box 300
Princeton, NJ 08543-0300
http://www.dowjones.com

International Communication Association
http://www.icahdq.org

Academic Advising
Center for Student Academic Success
Sierra Vista Hall, Room 114
(951) 785-2452