MAJOR REQUIREMENTS (80 units) Grades of “C” or better required. Courses may not need to be completed in order listed.

Communication core
- COMM 104 Fundamentals of Speech (4) Prerequisite: ENGL 111 eligibility. For English as a second language speakers: ENGL 111.
- COMM 226 Mass Media in Society (4) Prerequisite: ENGL 113/124. Theme IIb*
- COMM 238 Introduction to Writing for the Print Media (4) Prerequisite: ENGL 113/124.
- COMM 244 Interpersonal Communication (4) Theme IA * Prerequisite: Completed or concurrent ENGL 111/124.
- COMM 285 Communication Colloquium (1) Lower-division course. Students with 3+ years residency need 1 unit in 285 & 1 unit in 486.
- COMM 288 Communication Theory I (4) Prerequisite: ENGL 113/124.
- COMM 324 Small Group Communication (4)
- COMM 328 Persuasion and Rhetoric (4)
- COMM 338 Advanced Writing for the Print Media or COMM 339 Writing for the Digital Media Prerequisite: COMM 238
- COMM 344 Gender and Communication (4)
- COMM 354 Advanced Public Speaking (4) Prerequisite: COMM 104
- COMM 485 Communication Colloquium (1) Upper-division course. Students with 3+ years residency need 1 unit in 285 & 1 unit in 486.
- COMM 490 Communication Research Design (4) Prerequisite: COMM 288; MATH 155 or MATH 251 or ECOM 241
- COMM 494 Internship (2) For advanced department majors only, or COMM 495 Undergraduate research (2)
- MATH 155 Introductory Statistics (preferred) or MATH 115 or 121 or CPTG 117 (4) Prerequisite: MATH 007 or placement

Public Relations Courses
- COMM 215 Public Relations (4)
- COMM 237 Principles of Advertising (4)
- COMM 315 Public Relations Marketing and Development (4)
- ARTS 115 Design Principles (4)
- ARTS 116 Color for Artists and Designers (4) Offered during winter quarter only
- ARTS 194 Photoshop and Illustrator Image Creation (4)
- ARTS 248 Introduction to Graphic Design (4)
- ARTS 255 Photography (4)

12 units of major electives to be chosen from the following
- MGMT 304 The Practice of Management (4)
- MGMT 475 Leadership and Organizational Effectiveness (4)
- MKTG 305 Marketing Principles (4) Satisfies Theme IA Understanding Human Beings requirement*
- MKTG 374 Consumer Behavior (4)
- ECON 255 Principles of Microeconomics (4) Theme IA*

UNIVERSITY STUDIES FOUNDATIONAL STUDIES (19-37 UNITS) Grades of “C” or better required.

I FIRST-YEAR SEMINAR
- UNST 101A (1) or 101B (1) or UNST 100A (3) and 100B (3)

II RHETORICAL SKILLS
- A. ENGL 111 (3), 112 (3), 113 (3) College Writing or ENGL 124 Freshman Seminar (4)
- B. COMM 365 Organizational Communication or COMM 488 Communication Theory II or COMM 490 Communication Research Design (4)

III MATHEMATICS
- College-level Mathematics course, e.g. MATH 115, 121, 155, or CPTG 117 (4)

IV WORLD LANGUAGES
- Level 3 proficiency (e.g. 153) in one non-English language (4-12)

V HEALTH AND FITNESS
- HLSC 120 Lifetime Fitness (2)

UNIVERSITY STUDIES GENERAL STUDIES (52 UNITS, 20 UPPER DIVISION) Grades of “D” or better required, unless courses are required by major.

Theme IA
- Understanding Human Beings or IB Humans as Thoughtful Global Citizens May be fulfilled by major requirements*
- IC Globalization, Identity and Citizenship (SSCI 204 / 205 / 206 / 207) Prerequisite: ENGL 113/124

Theme IIA
- History and Appreciation of Visual and Performing Arts May be fulfilled by major or cognate requirements*
- IIB Historical or Contemporary Culture and Context May be fulfilled by cognate requirements*
- IIC Exploring Culture (HUMN 104 / 105 / 106) Prerequisite: ENGL 111/124

Theme III
- Any Theme III course (Theme III A, B, C, or D)
- IIBB Beliefs and Heritage: RELT 104 / 106 / 245 or RLGN 304
- IICC Scripture
- RLGN RLGN 304 Adventism in Global Perspective / RLGN 305 Religion in Three Cultures (4) Prerequisite: ENGL 113/124, Junior

Theme IVA
- Life Science (4) Theme IVA Life Science or Theme IVB Physical Science must include a laboratory
- IVB Physical Science (4) Theme IVA Life Science or Theme IVB Physical Science must include a laboratory
- IVC Scientific Foundations (NSCI 404 / 405 / 406 / 407) (4) Prerequisite: ENGL 113/124, Theme IVA/Theme IVB, F3 Mathematics

Theme V
- Senior Seminar: UNST 404 Religion, Values, and Social Responsibility (4) Prerequisite: ENGL 113/124, Junior

UNIVERSITY STUDIES SERVICE-LEARNING (3 courses)

* A maximum of 4 units from the Major, and 8 units of Cognates required by the Major, may apply to University Studies General Studies requirements (2014-2015 Undergraduate Academic Bulletin p. 71).

NOTES: Should a student’s general education and major degree program not meet the minimum 190 units required for graduation, the student must complete elective units to make up the deficiency.
COMMUNICATION: PUBLIC RELATIONS
Bachelor of Arts

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.

CAREER OPPORTUNITIES AND RELATED OCCUPATIONS: 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. Recent La Sierra University 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.

EDUCATIONAL QUALIFICATIONS: Employers in the field of journalism generally prefer workers who have a bachelor’s degree in journalism or communications and have experience from an internship or from working on a college newspaper. Public relations specialists typically need a bachelor’s degree with coursework in public relations, journalism, communications, English, and business. For public relations management positions, a bachelor’s degree in public relations, communication, or journalism is generally required. In addition, some employers prefer a master’s degree in public relations or journalism. In 2010, one-fourth of public relations managers held a master’s degree.

JOB OUTLOOK: Employment of reporters and correspondents is expected to moderately decline by 8 percent from 2010 to 2020. Declines are expected because of the consolidation of news organizations, decreases in the readership of newspapers, and declines in viewership for many news television shows. Employment of public relations specialists is expected to grow 23 percent during the same period, faster than the average for all occupations. Employment of public relations managers is expected to grow 16 percent from 2010 to 2020, about as fast as the average for all occupations. Organizations are increasingly emphasizing community outreach, customer relations, and social media as ways to enhance their reputation and visibility.

SALARY: In 2012, the average annual wage in California for reporters and correspondents was $49,700 with most people making between $25,330 and $88,000. For broadcast news analysts, the average starting salary was $31,050 with an annual average of $94,290. For advertising sales agents, the average annual wage in California was $67,630 with most people making between $27,270 and $127,700.

Career information adapted from

Academic program information adapted from