## UNIVERSITY STUDIES FOUNDATIONAL STUDIES (20-37 UNITS)

| I | FIRST-YEAR SEMINAR | UNST 101A (1) and 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) |
| III | MATHEMATICS | One college-level Mathematics course in 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, 16 UPPER DIVISION)

### THEME I. SOCIAL SCIENCES (SSCI) 8 units
- Globalization, Identity and Citizenship (4 units from SSCI 204/205/206/207) **Prerequisite: ENGL 113/124**
- Social Science Breadth Courses (4 units)

### THEME II. ARTS AND HUMANITIES (HUMAN) 12 units
- Exploring Culture (4 units from HUMAN 104/105/106) **Prerequisite: ENGL 111/124**
- Arts and Humanities Breadth Courses (4 units)
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### THEME III RELIGIOUS BELIEFS AND PRACTICES (RLGN) 16 units
- RLGN 304 Adventism in Global Perspective or RLGN 305 Religion in Three Cultures (4) **Prerequisite: ENGL 113/124, Junior Status**
- A. Spiritual Experience and Expressions (0-4 units)
- B. Beliefs and Heritage (4 units)
- C. Scripture (4 units)
- D. Religion and Society (0-4 units)

### THEME IV NATURAL SCIENCES (NSCI) 12 units
- Scientific Foundations (4 units from NSCI 404/405/406/407)
- Life Science (4 units) *Either life science or physical science must include a laboratory*
- Physical Science (4 units) *Either life science or physical science must include a laboratory*

### THEME V SENIOR SEMINAR
- UNST 404E Religion, Values, and Social Responsibility (4)

## 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 (2016-2017 Undergraduate Academic Bulletin).

**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:
STRATEGIC COMMUNICATION
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, 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, correspondents, and broadcast news analysts is projected to decline 9 percent from 2014 to 2024. Employment of reporters and correspondents is projected to decline 8 percent, while employment of broadcast news analysts is projected to decline 13 percent from 2014 to 2024. Declining advertising revenue in radio, newspapers, and television will negatively impact the employment growth for these occupations. Employment of public relations specialists is projected to grow 6 percent from 2014 to 2024, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility.

SALARY: The median annual wage for broadcast news analysts was $65,530 in May 2015. The lowest 10 percent earned less than $27,370, and the highest 10 percent earned more than $187,200. The median annual wage for reporters and correspondents was $36,360 in May 2015. The lowest 10 percent earned less than $21,390, and the highest 10 percent earned more than $81,580.

Career information adapted from

Academic program information adapted from