

Communication: Public Relations, B.A.

2020-2021

MAJOR REQUIREMENTS (70 UNITS) Grades of "C" or better required.

Core Curriculum - (46 Units)	FALL	WINTER	SPRING
COMM 104 Fundamentals of Speech (4) Prerequisite: ENGL 111 elegibility. For Enlish as a second language speakers: ENGL111		<u> </u>	
COMM 108 Introduction to Communication (4) Prerequisite: ENGL 111A/B or 124, can be concurrently enrolled.			
COMM 202 Communication in Society (4) Prerequisite: ENGL 113/124			
COMM 215 Public Relations (4) Prerequisite: ENGL 113/124 OR			
COMM 226 Mass Media in Society (4) Prerequisite: ENGL 113/124. Arts and Humanities*			
COMM 244 Interpersonal Communication (4) Prerequisite: ENGL 111A/B or 124, can be concurrently enrolled; Social Sciences*			
COMM 288 Communication Theory I (4) Prerequisite: ENGL 113/124			
COMM 328 Persuasion and Rhetoric (4)			
COMM 344 Gender and Communication (4)			
COMM 365 Organizational Communication (4) Prerequisite: COMM 288			
COMM 390 Communication Research Design (4) Prerequisite: COMM 288			
COMM 485 Communication Colloquium (1)			
Choose either:			
COMM 494 Internship (1) Restriction: For advanced department majors only. OR			
COMM 495 Undergraduate research (1) Prerequisites: COMM 215 & 238			
Public Relations courses (28 units)			
COMM 237 Principles of Advertising (4) Prerequisites: ENGL 113/124			
COMM 238 Introduction to Writing for Print Media (4)			
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COMM 315 Public Relations Marketing and Development (4) Prerequisites: COMM 215 & 238			
COMM 338 Advanced Writing for Print Media (4) Prerequisite: COMM 238			
COMM 429 Public Relations Case Studies (4) Prerequisites: COMM 215 & 315			
Choose either:			
COMM 339 Writing for the Digital Media (4) Prerequisite: COMM 238 OR		. ———	
COMM 358 Design and Writing for PR Publications (4) Prerequisites: COMM 215 & 238			
Choose either:			
ARTS 194 Photoshop & Illustrator Image Creation (4) OR			
ARTS 255 Photography (4)			

SEE REVERSE FOR UNIVERSITY STUDIES REQUIREMENTS

*A maxiumum of 4 units from the Major, and 8 units of Cognates required by the Major, may apply to University Studies General Studies requirements (2020-2021 Undergraduate Academic Rulletin)

NOTE: Should a student's general education and major degree program requirements not meet the minimum 190 units required for graduation, the student must complete elective units to make up the deficiency.

UNIVERSITY STUDIES (73-86 UNITS) Foundational Studies (21-34 units) Grades of "C" or better required FALL WINTER SPRING I. First Year Seminar UNST 101A (1), UNST 101B (1), UNST 101C (1) II. Rhetorical Skills A. ENGL 111 (3), ENGL 112 (3), ENGL 113 (3) OR ENGL 124 Freshman Seminar (4) B. Upper Division Rhetoric: choose one COMM 328/365/390/480 (4) as required by major III. Mathematics MATH 108, 115, 121, 155, CPTG 117 or DATA 115 (4) IV. World Languages Level 3 proficiency (e.g. 153) in one non-English language (4-12) V. Health and Fitness HLSC 120 (2) General Studies (52 units, 16 upper division) Grades of "D" or better required, unless courses are required by major THEME I. Social Sciences (SSCI) 8 units Globalization, Identity and Citizenship (4 units from SSCI 204, 205, 206, 207, 208 or 209) Prerequisite: ENGL 113 or 124 Social Science Breadth Course (4 units) THEME II. Arts and Humanities (HUMN) 12 units Exploring Culture (4 units from HUMN 104, 105, 106, 107, 108 or 109) Prerequisite: ENGL 111 or 124 Arts and Humanities Breadth Course (4 units) Arts and Humanities Breadth Course (4 units) THEME III. Religious Beliefs and Practices (RLGN) 16 units RLGN 304 Adventism in Global Perspective or RLGN 305 Religion in Three Cultures (4 units) Prerequisite: ENGL 113 or 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 (4 units)

Service Learning (3 Courses)		

Scientific Foundations (4 units from NSCI 404, 405, 406, 407, 408 or 409) Prerequisite: ENGL 113 or 124, College-Level Math,

THEME IV. Natural Sciences (NSCI) 12 units

THEME V. Senior Seminar (UNST) 4 units

Life Science (4 units) Either life science or physical science must include a lab Physical Science (4 units) Either life science or physical science must include a lab

UNST 404E Religion, Values, and Social Responsibility (4)

Junior or Senior Status