

Communication Studies ADT to BA - Communication - Strategic Communication Concentration

Title	C-ID Designation	C-ID Units	Double	CSUEB Course	Units
<b>REQUIRED Core: (6 units)</b>					
Public Speaking (3)	COMM 110	3	3		
Interpersonal Communication (3)	COMM 130	3			
<b>LIST A – Select Three (9 units)</b>					
Argumentation (3) or Argumentation & Debate (3)	COMM 120 COMM 120	3	3		
Small Group Communication (3)	COMM 140	3	3		
Forensics (Speech & Debate)(1)(3 units maximum)	COMM 160B	3			
Intercultural Communication (3)	COMM 150	3			
Introduction to Communication Theory (3)	COMM 180	3			
Introduction to Mass Communications (3) or Communication & New Media (3)	JOUR 100 or AAM	3			
Oral Interpretation of Literature (3)	COMM 170	3			
Introduction to Persuasion (3)	COMM 190	3			
Any course articulated as lower division preparation in the Communication, Communication Studies major at a CSU. (3)	AAM	3			
<b>LIST B – Select One (3 units)</b>					
Any List A course not already used.					
Survey of Human Communication (3)	COMM 115	3			
Introduction to Cultural Anthropology (3)	ANTH 120	3	3		
Introductory Psychology (3)	PSY 110	3	3		
Introduction to Sociology (3)	SOCI 110	3	3		
Introduction to Literature (3) or Argumentative Writing and Critical Thinking (3)	ENGL 120 or ENGL 105	3			
Introduction to Reporting and Newswriting (3) or Introduction to Journalism (3)	JOUR 110 OR AAM	3			
Any CSU transferable Communication Studies course.	BCT				
<b>TOTAL MAJOR UNITS</b>		<b>18</b>			
<b>CSU GE Requirements</b>		<b>39</b>			
<b>Double Counting GE</b>		<b>9</b>			
<b>Elective</b>		<b>12*</b>			
<b>Total Units</b>		<b>60</b>			

\*Can be used to fulfill CSU American Institutions or any additional major requirements

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GRADUATION REQUIREMENTS These should be fulfilled at the Community College, however if not taken at the Community College, they must be completed at CSU East Bay			
<b>US History, Constitution &amp; American Ideals</b>			
First Category US-1			0-3
Second Category US-2			0-3
Third Category US-3			0-3
		<b>Total Units</b>	<b>0-9</b>
<b>These courses must be taken at CSU East Bay</b>			
Please note: A minimum of three courses in the Upper Division General Education pattern must have a topic/learning outcome oriented toward one of the following topic areas (overlays): <b>Diversity (DIV)</b> , <b>Social Justice (SJ)</b> , or <b>Sustainability (S)</b> .			
Upper Division GE/Overlay	Courses	Overlay	Units
GE-UD-B			3
GE-UD-C			3
GE-UD-D			3
		<b>Total Units</b>	<b>9</b>
University Writing Requirement	Course	GE/Overlay	Units
UWR			
		<b>Total Units</b>	<b>3</b>
Core Coursework	Course	GE/Overlay	Units
COMM 240	Visual Communication and Culture		4
COMM 304	Quantitative Communication Research Methods		4
COMM 305	Qualitative Communication Research Methods		4
COMM 433	Discourses of Difference		4
		<b>Total Units</b>	<b>16</b>
The Strategic Communication concentration consists of 28 units as outlined as follows:			
Strategic Communication Concentration	Course	GE/Overlay	Units
The Strategic Communication concentration consists of 28 units as outlined as follows:			
<b>Students must take all of the following courses for 24 units:</b>			
COMM 310	Introduction to Organizational Communication & Long Term Thinking		4
COMM 321	Research in Persuasive Communication		4
COMM 357	Principles of Advertising		4
COMM 358	Principles of Public Relations		4
COMM 387	Advertising Design and Production		4
COMM 453	Strategic Communication Campaigns		4
<b>Students must choose one (1) course from the following for 4 units:</b>			
COMM 314	Media Theory and Practice		4
COMM 326	Social Media and Social Change Literacies		4
COMM 328	Multimedia Reporting & Writing I		4
COMM 361	Professional Speaking in Strategic Communication		4
COMM 388	Public Relations Practice		4
COMM 398	Internship Units		1-4
COMM 410	Organizing Cultures of Innovation and Empathy		4
COMM 420	Organizational Transformation		4
COMM 471	Strategic Communication and Difference		4
		<b>Total Units</b>	<b>28</b>
ADDITIONAL COURSE(S) to MEET 60 UNITS	GE/Overlay		Units

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These courses may be additional major courses or prerequisites taken at the Community College.			
Free Elective Elective			4
		<b>Total Units</b>	<b>4</b>
		Grand Total:	60

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<b>First Semester (FALL)</b>			
UD-B/Overlay			3
LD Major	COMM 240	Visual Communication and Culture	4
UD Major	COMM		4
UWR			3
		<b>Total:</b>	<b>14</b>
<b>Second Semester (SPRING)</b>			
UD-C/Overlay			3
UD Major	COMM 304	Quantitative Communication Research Methods	4
UD Major	COMM		4
Free Elective			4
		<b>Total:</b>	<b>15</b>
<b>Third Semester (FALL)</b>			
UD-D/Overlay			3
UD Major	COMM 305	Qualitative Communication Research Methods	4
UD Major	COMM		4
UD Major	COMM		4
		<b>Total:</b>	<b>15</b>
<b>Fourth Semester (SPRING)</b>			
UD Major	COMM 433	Discourses of Difference	4
UD Major	COMM		4
UD Major	COMM		4
UD Major	COMM		4
		<b>Total:</b>	<b>16</b>
		<b>Grand Total:</b>	<b>60</b>