| Title | C-ID Designation | C-ID Units | Double | CSUEB Course | Units |
|---|------------------|------------|--------|--------------|-------|
| REQUIRED Core: (6 units) | | | | | |
| Public Speaking (3) | COMM 110 | 3 | 3 | | |
| Interpersonal Communication (3) | COMM 130 | 3 | | | |
| LIST A – Select Three (9 units) | | | | | |
| Argumentation (3) or | COMM 120 | 3 | | | |
| Argumentation & Debate (3) | COMM 120 | | 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) | JOUR 100 | 3 | | | |
| or | or | | | | |
| Communication & New Media (3) | AAM | | | + | |
| 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, | AAM | 3 | | | |
| Communication Studies major at a CSU. (3) | | | | | |
| | | | | | |
| LIST B – Select One (3 units) | | | | | |
| 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) | ENGL 120 | 3 | | | |
| or | or | | | | |
| Argumentative Writing and Critical Thinking (3) | ENGL 105 | | | | |
| Introduction to Reporting and Newswriting (3) | JOUR 110 | 3 | | | |
| Or Introduction to Journalism (2) | OR | | | | |
| Introduction to Journalism (3) | AAM | | | | |
| Any CSU transferable Communication Studies course. | BCT | 10 | | | |
| TOTAL MAJOR UNITS | | 18 | | | |
| CSU GE Requirements | | 39 | | | |
| Double Counting GE | | 9 | | | |
| Elective | | 12* | | | |
| Total Units | | 60 | | | |

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

| Third Category US-1 0-3 Second Category US-2 Instruction & American Ideals Second Category US-3 Instruction & American Ideals Third Category US-3 Instruction & American Ideals Please note: A minimum of three courses in the Upper Division General Education pattern muse have a topic/learning outcomeorient towar one of the following topic areas (overlay): Diversity (DN). Social Justice (S), or Sustainability (S). Upper Division GE/Overlay Courses Overlay Units GE-UD-8 Instruction Pattern muse have a topic/learning outcomeorient towar one of the following topic areas (overlay): Diversity (DN). Social Justice (S), or Sustainability (S). Units UNPer Division GE/Overlay Courses Overlay Units GE-UD-6 Instruction Pattern muse have a topic/learning outcomeorient towar one of the following topic areas (overlay): Diversity (DN). Social Justice (S), or Sustainability (S). Units UNR Instruction Pattern | however if no | t taken at the Community College, they must be con | · · · · · | | |
|--|--|--|--------------|------------|--|
| Second Category US-2 0-3 Third Category US-3 Total Units Please note: A minimum of three courses in the Upper Division Green must have a tocif/clearing outcomeoriented toward one of the following topic areas (overlays): Diversity (DIV), Social Justice (SJ), or Sustainability (S). Units Upper Division GE/Overlay Courses Overlay Units GE-UD-B Course Overlay Units University Writing Requirement Course GE/Overlay Units UWR Course GE/Overlay Units Core Coursework Course GE/Overlay Units Contract Course GE/Overlay Units Contract Course on the Upper Division Gene Course GE/Overlay Units UWR Course GE/Overlay Units Core Coursework Course GE/Overlay Units Cond 304 Quantitative Communication Research Course GE/Overlay Units The Strategic Communication concentration consists of 28 units as outlined as follows: Strate Strategic Communication concentration consists of 28 units as outlined as follows: Strate Strategic Communication concentration consists of 28 units as outlined as follows: Strate Strategic Communication concentration consists of 28 units as outlined as follows: Strate Strategic Communication Comparizational Communication Comparizational Communication Comparizational Communica | | US History, Constitution & American Ideal | S I | | |
| Third Category US-3 0-3 Testa Units 0-9 Upper Division GE/Overlay Courses Overlay Units GE-UD-6 0 0 0 GE-UD-6 0 0 0 GE-UD-7 0 0 0 GE-UD-6 0 0 0 GE-UD-6 0 0 0 UWR 0 0 0 UWR 0 0 0 Core Coursework Course GE/Overlay Units COMM 304 Quantitative Communication Research Methods 0 0 COMM 305 Qualitative Communication Research Methods 0 0 COMM 433 Discourses of Difference 0 0 Testarategic Communication concentration Course GE/Overlay Units The Strategic Communication concentration Course GE/Overlay Units The Strategic Communication concentration Course GE/Overlay Units | | | | | |
| Intersection Oreal Units 0-9 These courses in the Upper Division General Education pattern must have a topic/learning outcomeonient towar one of the following topic areas (overlays): Diversity (DIV), Social Justice (SJ), or Sustainability (S). Units Upper Division GE/Overlay Courses Overlay Units GE UD B | | | | 0-3 | |
| These courses must be taken at CSU East Eay Please note: A minimum of three courses in the Upper Division General Education pattern must have a topic/learning outcomeoriented towar one of the following topic areas (overlay): Diversity (DIV), Social Justice (SJ), or Sustainability (SJ). Upper Division GE/Overlay Courses Overlay Units GE-UD-6 | Third Category US-3 | | | 0-3 | |
| Please note: A minimum of three courses in the Upper Division General Education pattern must have a topic/learning outcomeoriented towar one of the following topic areas (overlays): Diversity (DIV), Social Justice (SI), or Sustainability (S). Upper Division GE/Overlay Courses Overlay Units GE-UD-8 | | | Total Units | 0-9 | |
| Open of the following topic areas (overlays): Diversity (DIV), Social Justice (SJ), or Sustainability (S). Upper Division GE/Overlay Courses Overlay Units GE-UD-6 | | These courses must be taken at CSU East Ba | ау | | |
| GF-UD-B | | | | ted toward | |
| GE:UD-C Image: Construct of the second s | Upper Division GE/Overlay | Courses | Overlay | Units | |
| GE-UD-D Total Units University Writing Requirement Course GE/Overlay Units UWR Total Units Total Units Integration of the second of th | GE-UD-B | | | | |
| University Writing Requirement Course GE/Overlay Units UWR Total Units Total Units Total Units Inits In | GE-UD-C | | | | |
| University Writing Requirement Course GE/Overlay Units UWR Total Units Interval Interval< <td>Interval Interval<</td> Interval < | Interval Interval< | GE-UD-D | | | |
| UWR Total Units Core Coursework Course Core Coursework Course Quantitative Communication and Culture Image: Communication and Culture COMM 304 Quantitative Communication Research Methods Image: Communication Research Methods COMM 305 Qualitative Communication Research Methods Image: Communication Concentration Consists of 28 units as outlined as follows: Strategic Communication consects of 28 units as outlined as follows: GE/Overlay Units The Strategic Communication consists of 28 units as outlined as follows: GE/Overlay Units Strategic Communication consects of 28 units as outlined as follows: GE/Overlay Units Strategic Communication consects of 28 units as outlined as follows: GE/Overlay Units COMM 310 Research in Persuasive Communication Image: Communication Concentration Image: Communication COMM 321 Research in Persuasive Communication Image: Communication Image: Communication COMM 357 Principles of Advertising Image: Communication Communication Image: Communication COMM 338 Principles of Advertising Image: Communication Communication Image: Communication Communication COMM 356 Social Media Arbory and Practice Image: Communication Communication Image: Communication Communication COM | | | Total Units | | |
| UWR Total Units Core Coursework Course COMM 240 Visual Communication and Culture Quantitative Communication Research Course Quantitative Communication Research Course QUMM 304 Methods COMM 305 Qualitative Communication Research Methods COMM 433 Discourses of Difference The Strategic Communication consets of 28 units as outlined as follows: Strategic Communication consects of 28 units as outlined as follows: Strategic Communication consists of 28 units as outlined as follows: Strategic Communication consists of 28 units as outlined as follows: Strategic Communication consists of 28 units as outlined as follows: Strategic Communication consists of 28 units as outlined as follows: Students must take all of the following courses COMM 310 Research in Persuasive Communication COMM 321 Research in Persuasive Communication COMM 357 Principles of Advertising COMM 357 Advertising Design and Production COMM 358 Principles of Public Relations COMM 314 Media Theory and Paratice COMM 326 Social Media and Social Change Literacies COMM 328 Multimedia Reporting & Writing I COMM 388 Public Relations Practice COMM 388 Public | | | CE /Ourselau | 11 | |
| Total Units Core Coursework Course GE/Overlay Units COMM 240 Visual Communication and Culture U <td></td> <td>Course</td> <td>GE/Overlay</td> <td>Units</td> | | Course | GE/Overlay | Units | |
| Core Coursework Course GE/Overlay Units COMM 240 Visual Communication and Culture </td <td></td> <td></td> <td>Total Units</td> <td></td> | | | Total Units | | |
| COMM 240 Visual Communication and Culture Communication COMM 304 Quantitative Communication Research Methods Communication Research Methods Communication Research Methods COMM 305 Qualitative Communication Research Methods Communication Communication Research Methods Communication Communication Concentration Consists of 28 units as outlined as follows: The Strategic Communication concentration consists of 28 units as outlined as follows: Communication Concentration consists of 28 units as outlined as follows: Strategic Communication concentration consists of 24 units: Communication Communication Communication Communication COMM 310 Introduction to Organizational Communication Introduction to Organizational Communication Communication COMM 321 Research in Persuasive Communication Communication Communication COMM 357 Principles of Advertising Communication Communication COMM 388 Principles of Public Relations Communication Communication COMM 314 Media Theory and Practice Communication Communication COMM 326 Social Media and Social Change Literacies Communication Communication COMM 328 Multimedia Report | | | | | |
| COMM 240 Visual Communication and Culture Image: Communication Research Methods COMM 304 Quantitative Communication Research Methods Image: Communication Research Methods COMM 433 Discourses of Difference Image: Communication concentration consists of 28 units as outlined as follows: The Strategic Communication concentration consists of 28 units as outlined as follows: Image: Communication concentration consists of 28 units as outlined as follows: Strategic Communication concentration consists of 24 units: Image: Communication Concentration consists of 24 units: COMM 310 Introduction to Organizational Communication Image: Communication Concentration Comparized for Pay in Communication COMM 321 Research in Persuasive Communication Image: Communication Communication COMM 357 Principles of Advertising Image: Communication Communication COMM 383 Strategic Communication Compaigns Image: Communication Compaigns Students must choose one (1) course from the following for 4 units: Image: Communication Communication Image: Communication Communication COMM 328 Multimedia Reporting & Writing I Image: Communication Compaigns Image: Communication Compaigns COMM 326 Social Media and Social Change Literacies Image: Communication Image: Communication | Core Coursework | Course | GE/Overlay | Units | |
| COMM 304MethodsInternational Research MethodsInternational Research MethodsCOMM 305Qualitative Communication Research MethodsInternational Research MethodsInternational Research MethodsCOMM 433Discourses of DifferenceTotal UnitsInternational Research MethodsInternational Research MethodsThe Strategic Communication concentrationCourseGE/OverlayUnitsStrategic Communication concentrationCourseGE/OverlayUnitsThe Strategic Communication concentration concentration concentrationIntroduction as follows:Strategic Communication concentration concentration concentration concentration is a soutlined as follows:Strategic Communication concentration concentration concentration concentration is a soutlined as follows:Strategic Communication concentration concentration concentration concentration concentration concentration concentrationCOMM 310Research in Persuasive CommunicationCOMM 357Principles of AdvertisingCOMM 358Principles of Public RelationsCOMM 353Strategic Communication CampaignsStudents must choose one (1) course from the following for 4 units:COMM 314Media Theory and PracticeCOMM 328Multimedia Reporting & Writing 1CommunicationCommunicationCommunicationCommunicationCommunicationColspan="2">CommunicationColspan="2">Colspan=" | COMM 240 | Visual Communication and Culture | | | |
| COMM 304MethodsInternational Research MethodsInternational Research MethodsCOMM 305Qualitative Communication Research MethodsInternational Research MethodsInternational Research MethodsCOMM 433Discourses of DifferenceTotal UnitsInternational Research MethodsInternational Research MethodsThe Strategic Communication concentrationCourseGE/OverlayUnitsStrategic Communication concentrationCourseGE/OverlayUnitsThe Strategic Communication concentration concentration concentrationIntroduction as follows:Strategic Communication concentration concentration concentration concentration is a soutlined as follows:Strategic Communication concentration concentration concentration concentration is a soutlined as follows:Strategic Communication concentration concentration concentration concentration concentration concentration concentrationCOMM 310Research in Persuasive CommunicationCOMM 357Principles of AdvertisingCOMM 358Principles of Public RelationsCOMM 353Strategic Communication CampaignsStudents must choose one (1) course from the following for 4 units:COMM 314Media Theory and PracticeCOMM 328Multimedia Reporting & Writing 1CommunicationCommunicationCommunicationCommunicationCommunicationColspan="2">CommunicationColspan="2">Colspan=" | | Quantitative Communication Research | | | |
| COMM 433 Discourses of Difference Total Units The Strategic Communication concentration consists of 28 units as outlined as follows: Strategic Communication concentration consists of 28 units as outlined as follows: Strategic Communication concentration consists of 28 units as outlined as follows: GE/Overlay Units The Strategic Communication concentration consists of 28 units as outlined as follows: Strategic Communication concentration consists of 24 units: Units Students must take all of the following courses for 24 units: Introduction to Organizational Communication & Long Term Thinking COMM 310 Research in Persuasive Communication COMM 321 Research in Persuasive Communication COMM 357 Principles of Advertising COMM 358 Principles of Advertising COMM 358 COMM 353 Strategic Communication Campaigns Students must choose one (1) course from the following for 4 units: COMM 314 Media Theory and Practice COMM 326 Cocial Media and Social Change Literacies COMM 326 Coordial Speaking in Strategic COMM 361 Communication COMM 361 Communication COMM 388 Public Relations Practice COMM 398 Internship Units COMM 398 Internship Units COMM 398 Communication COMM 398 Communication and Empathy COMM 420 Organizational Transformation <td< td=""><td>COMM 304</td><td></td><td></td><td></td></td<> | COMM 304 | | | | |
| Total UnitsTotal UnitsThe Strategic Communication concentrationCourseGE/OverlayStrategic Communication concentrationCourseGE/OverlayThe Strategic Communication concentration consists of 28 units as outlined as follows:Strategic Communication concentration consists of 28 units as outlined as follows:Students must take all of the following courses for 24 units:Introduction to Organizational Communication & Long Term ThinkingIntroduction to Organizational CommunicationCOMM 310Research in Persuasive Communication & Long Term ThinkingIntroduction to Organizational CommunicationCOMM 357Principles of AdvertisingIntroductionCOMM 358Principles of Public RelationsIntroductionCOMM 353Strategic Communication ComparisesIntroductionStudents must choose one (1) course from the following for 4 units:InterventionCOMM 314Media Theory and PracticeIntroductionCOMM 328Multimedia Reporting & Writing IIntroductionCOMM 361CommunicationInterventionCOMM 388Public Relations PracticeInterventionCOMM 398Internship UnitsInternship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyInternship UnitsCOMM 420Organizational TransformationIntervenceCOMM 471Strategic Communication and DifferenceIntervence | COMM 305 | Qualitative Communication Research Methods | | | |
| The Strategic Communication concentration consists of 28 units as outlined as follows: GE/Overlay Units Strategic Communication concentration consists of 28 units as outlined as follows: GE/Overlay Units Students must take all of the following courses for 24 units: Introduction to Organizational Communication & Long Term Thinking Introduction to Organizational Communication Introduction Intro | COMM 433 | Discourses of Difference | | | |
| Strategic Communication ConcentrationCourseGE/OverlayUnitsThe Strategic Communication concentration consists of 28 units as outlined as follows: | | | Total Units | | |
| Strategic Communication ConcentrationCourseGE/OverlayUnitsThe Strategic Communication concentration consists of 28 units as outlined as follows: | | | | | |
| The Strategic Communication concentration consists of 28 units as outlined as follows: Students must take all of the following courses for 24 units: COMM 310 & Long Term Thinking COMM 321 Research in Persuasive Communication COMM 357 Principles of Advertising COMM 358 Principles of Public Relations COMM 387 Advertising Design and Production COMM 453 Strategic Communication Campaigns Students must choose one (1) course from the following for 4 units: COMM 326 Social Media Theory and Practice COMM 328 Multimedia Reporting & Writing I Professional Speaking in Strategic Communication COMM 388 Public Relations Practice COMM 328 Internship Units COMM 388 Public Relations Practice COMM 388 Public Relations Practice COMM 388 Public Relations Practice COMM 398 Internship Units COMM 410 Organizing Cultures of Innovation and Empathy COMM 420 Organizational Transformation COMM 471 Strategic Communication and Difference | The Strategic Communication concentratio | n consists of 28 units as outlined as follows: | | | |
| Students must take all of the following courses for 24 units: Introduction to Organizational Communication & Long Term Thinking Introduction to Organizational Communication COMM 310 Research in Persuasive Communication Introduction COMM 321 Research in Persuasive Communication Introduction COMM 357 Principles of Advertising Introduction COMM 358 Principles of Public Relations Introduction COMM 387 Advertising Design and Production Introduction COMM 453 Strategic Communication Campaigns Introduction Students must choose one (1) course from the following for 4 units: Internstip Entry Internstip Entry COMM 314 Media Theory and Practice Internstip Entry Internstip Entry COMM 326 Social Media and Social Change Literacies Internstip Entry Internstip Entry COMM 361 Communication Internstip Entry Internstip Entry Internstip Entry COMM 398 Internship Units Internship Units Internship Units Internstip Entry COMM 420 Organizational Transformation Internstion Internstion Internstion COMM 471 Strategic Communication and Difference <td< td=""><td>Strategic Communication Concentration</td><td>Course</td><td>GE/Overlay</td><td>Units</td></td<> | Strategic Communication Concentration | Course | GE/Overlay | Units | |
| COMM 310Introduction to Organizational Communication & Long Term ThinkingCOMM 321Research in Persuasive CommunicationCOMM 321Research in Persuasive CommunicationCOMM 357Principles of AdvertisingCOMM 358Principles of Public RelationsCOMM 387Advertising Design and ProductionCOMM 453Strategic Communication CampaignsStudents must choose one (1) course from the following for 4 units:COMM 314Media Theory and PracticeCOMM 326Social Media and Social Change LiteraciesCOMM 328Multimedia Reporting & Writing IProfessional Speaking in Strategic CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | | | | | |
| COMM 310& Long Term ThinkingCOMM 321Research in Persuasive CommunicationCOMM 321Principles of AdvertisingCOMM 357Principles of AdvertisingCOMM 358Principles of Public RelationsCOMM 387Advertising Design and ProductionCOMM 453Strategic Communication CampaignsStudents must choose one (1) course from the following for 4 units:COMM 314Media Theory and PracticeCOMM 326Social Media and Social Change LiteraciesCOMM 361CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | Students must take all of the following co | | 1 | | |
| COMM 357Principles of AdvertisingImage: communication comparisonCOMM 358Principles of Public RelationsImage: communication comparisonCOMM 387Advertising Design and ProductionImage: communication comparisonCOMM 453Strategic Communication CampaignsImage: communication comparisonStudents must choose one (1) course from the following for 4 units:COMM 314Media Theory and PracticeImage: communication comparisonCOMM 326Social Media and Social Change LiteraciesImage: communication communicationCOMM 328Multimedia Reporting & Writing IImage: communicationCOMM 361CommunicationImage: communicationCOMM 388Public Relations PracticeImage: communication communication and EmpathyCOMM 410Organizing Cultures of Innovation and EmpathyImage: communication communication and DifferenceCOMM 471Strategic Communication and DifferenceImage: communication and Difference | COMM 310 | | | | |
| COMM 358Principles of Public RelationsImage: Communication CampaignsCOMM 387Advertising Design and ProductionImage: Communication CampaignsStudents must choose one (1) course from the following for 4 units:Image: Communication CampaignsCOMM 314Media Theory and PracticeImage: Communication CampaignsCOMM 326Social Media and Social Change LiteraciesImage: Communication CampaignsCOMM 328Multimedia Reporting & Writing IImage: Communication CommunicationCOMM 361CommunicationImage: Communication CampaignsCOMM 388Public Relations PracticeImage: Communication CampaignsCOMM 398Internship UnitsImage: Communication and EmpathyCOMM 420Organizational TransformationImage: Communication and DifferenceCOMM 471Strategic Communication and DifferenceImage: Communication and Difference | COMM 321 | Research in Persuasive Communication | | | |
| COMM 387Advertising Design and ProductionImage: Communication CampaignsCOMM 453Strategic Communication CampaignsImage: Communication CampaignsStudents must choose one (1) course from the following for 4 units:Image: Communication CampaignsCOMM 314Media Theory and PracticeImage: Communication CampaignsCOMM 326Social Media and Social Change LiteraciesImage: Communication CampaignsCOMM 328Multimedia Reporting & Writing IImage: Communication CommunicationCOMM 361CommunicationImage: Communication CampaignsCOMM 388Public Relations PracticeImage: Communication CampaignsCOMM 410Organizing Cultures of Innovation and EmpathyImage: Communication CampaignsCOMM 420Organizational TransformationImage: Communication CampaignsCOMM 471Strategic Communication and DifferenceImage: Campaigns | COMM 357 | Principles of Advertising | | | |
| COMM 453 Strategic Communication Campaigns Students must choose one (1) course from the following for 4 units: COMM 314 Media Theory and Practice COMM 326 Social Media and Social Change Literacies COMM 328 Multimedia Reporting & Writing I Professional Speaking in Strategic Communication COMM 361 Communication COMM 398 Internship Units COMM 410 Organizing Cultures of Innovation and Empathy COMM 420 Organizational Transformation COMM 471 Strategic Communication and Difference | COMM 358 | Principles of Public Relations | | | |
| Students must choose one (1) course from the following for 4 units: COMM 314 Media Theory and Practice COMM 326 Social Media and Social Change Literacies COMM 328 Multimedia Reporting & Writing I Professional Speaking in Strategic Professional Speaking in Strategic COMM 361 Communication COMM 398 Public Relations Practice COMM 410 Organizing Cultures of Innovation and Empathy COMM 420 Organizational Transformation COMM 471 Strategic Communication and Difference | COMM 387 | Advertising Design and Production | | | |
| COMM 314Media Theory and PracticeCOMM 326Social Media and Social Change LiteraciesCOMM 328Multimedia Reporting & Writing IProfessional Speaking in StrategicCOMM 361CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | COMM 453 | | | | |
| COMM 326Social Media and Social Change LiteraciesImage: Communication and Example and Social Change LiteraciesCOMM 328Multimedia Reporting & Writing IImage: Communication and Example and E | Students must choose one (1) course from | the following for 4 units: | 1 | | |
| COMM 328Multimedia Reporting & Writing IProfessional Speaking in Strategic CommunicationProfessional Speaking in Strategic CommunicationCOMM 361CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | COMM 314 | Media Theory and Practice | | | |
| COMM 328Multimedia Reporting & Writing IProfessional Speaking in Strategic CommunicationProfessional Speaking in Strategic CommunicationCOMM 361CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | COMM 326 | | | | |
| Professional Speaking in Strategic CommunicationProfessional Speaking in Strategic CommunicationCOMM 361CommunicationCOMM 388Public Relations PracticeCOMM 398Internship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | COMM 328 | | | | |
| COMM 361CommunicationInternationCOMM 388Public Relations PracticeImage: Communication PracticeCOMM 398Internship UnitsImage: Communication and EmpathyCOMM 410Organizing Cultures of Innovation and EmpathyImage: Communication and EmpathyCOMM 420Organizational TransformationImage: Communication and DifferenceCOMM 471Image: Communication and DifferenceImage: Communication and Difference | | | | | |
| COMM 398Internship UnitsInternship UnitsCOMM 410Organizing Cultures of Innovation and EmpathyImage: Communication and EmpathyCOMM 420Organizational TransformationImage: Communication and DifferenceCOMM 471Strategic Communication and DifferenceImage: Communication and Difference | СОММ 361 | | | | |
| COMM 410 Organizing Cultures of Innovation and Empathy COMM 420 Organizational Transformation COMM 471 Strategic Communication and Difference | СОММ 388 | Public Relations Practice | | | |
| COMM 410Organizing Cultures of Innovation and EmpathyCOMM 420Organizational TransformationCOMM 471Strategic Communication and Difference | СОММ 398 | Internship Units | | 1 | |
| COMM 420 Organizational Transformation COMM 471 Strategic Communication and Difference | СОММ 410 | | | | |
| COMM 471 Strategic Communication and Difference | СОММ 420 | | | | |
| | COMM 471 | | | | |
| | | | Total Units | | |
| | | | | | |
| | ADDITIONAL COURSE(S) to MEET 60 UNITS | 5 | GE/Overlay | Units | |

Communication Studies ADT to BA - Communication - Strategic Communication Concentration

| These courses may be additional major courses or prerequisites taken at the Community College. | | | | |
|--|--------------|----|--|--|
| Free Elective Elective | | 4 | | |
| | Total Units | 4 | | |
| | Grand Total: | 60 | | |

| | Fir | rst Semester (FALL) | |
|---------------|----------|--|----|
| UD-B/Overlay | | | 3 |
| LD Major | COMM 240 | Visual Communication and Culture | 4 |
| UD Major | СОММ | | 4 |
| UWR | | | 3 |
| | | Total: | 14 |
| | Secor | nd Semester (SPRING) | |
| UD-C/Overlay | | | 3 |
| UD Major | COMM 304 | Quantitative Communication Research Methods | 4 |
| UD Major | СОММ | | 4 |
| Free Elective | | | 4 |
| | | Total: | 15 |
| | Th | ird Semester (FALL) | |
| UD-D/Overlay | | | 3 |
| UD Major | СОММ 305 | Qualitative Communication Research Methods | 4 |
| UD Major | СОММ | | 4 |
| UD Major | СОММ | | 4 |
| | | Total: | 15 |
| | Fourt | th Semester (SPRING) | |
| UD Major | COMM 433 | Discourses of Difference | 4 |
| UD Major | СОММ | | 4 |
| UD Major | СОММ | | 4 |
| UD Major | СОММ | | 4 |
| | | Total: | 16 |
| | | Grand Total: | 60 |