

**COMMUNICATION STUDIES ADT TO CSU EAST BAY COMMUNICATION BA-
STRATEGIC COMMUNICATION CONCENTRATION**

ADT COMMUNICATION STUDIES – 60 Sem. Units	Sem. Units	Community College Courses
CSUGE or IGETC	39	<i>CSU general education certification requires completion of all requirements in Areas A through E, approximately 39 units</i>
AREA D REQUIREMENT: US History, Constitution & American Ideals Code Requirement	3-9	US-1: US-2: US-3:
Diversity/Social Justice/Sustainability <i>Can be fulfilled in area B, C, or D</i>	3-9	DIV: SJ: SUS:
Second Composition (Comp II) Can be fulfilled with A3 Any Composition course with ENGL 100 as a prerequisite	3	
<i>The following areas are for the CID TMC/Courses and matching Community College Courses</i>		
Major Core (C-ID)	3	Community College Courses
COMM 110 Public Speaking	3	
LIST A: Choose 2 courses	6	
COMM 120 Argumentation or Argumentation and Debate (3)	3	
COMM 130 Interpersonal Communication (3) OR COMM 140 Small Group Communication (3)	3	
LIST B: Choose 2 courses	6	
COMM 180 Introduction to Communication Theory	3	
COMM 150 Intercultural Communication	3	
LIST C: Choose 1 courses	3	
COMM 115 Survey of Human Communication (3)		
COMM 190 Introduction to Persuasion (3)		
ANTH 120 Introduction to Cultural Anthropology (3)		
PSY 110 Introductory Psychology (3)		
SOCI 110 Introduction to Sociology (3)		
ENGL 120 Introduction to Literature (3) OR ENGL 105 Argumentative Writing and Critical Thinking (3)		
JOUR 110 Introduction to Reporting and Newswriting (3) OR Introduction to Journalism (3)		
Electives/Major Prerequisites for CSUEB	0-3	
Total Units ADT COMMUNICATION STUDIES	60	

PLEASE NOTE: This page assumes Semester Units.

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CSUEB: B.A. COMMUNICATION <i>Complete Degree in 60 Semester Units</i>	Semester UNITS	NOTES
GRADUATION REQUIREMENTS <i>These should be fulfilled at the Community College, however if not taken at the Community College, they must be completed at CSU East Bay</i>		
US History, Constitution & American Ideals	0-9	
1) First Category US-1	0-3	
2) Second Category US-2	0-3	
3) Third Category US-3	0-3	
These courses must be taken at CSU East Bay		
Upper Division GE <i>See catalog</i>	9	CSUEB COURSES
Please note: The Upper Division General Education pattern may have a topic/learning outcome oriented toward one of the following topic areas (overlays): Diversity, Social Justice, or Sustainability.		
Area B6 Upper Division Science course	3	Course: OVERLAY:
Area C4 Upper Division Humanities course	3	Course: OVERLAY:
Area D4 Upper Division Social Sciences course	3	Course: OVERLAY:
Core Coursework	16	
COMM 240 - Visual Communication and Culture	4	<i>Waived if student took COMM 190 Introduction to Persuasion (3)</i>
COMM 304 - Quantitative Communication Research Methods	4	
COMM 305 - Qualitative Communication Research Methods	4	
COMM 433 - Discourses of Difference	4	
Strategic Communication Concentration (28)		
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	
<i>Students must choose one (1) course from the following for 4 units:</i>	4	
COMM 314 - Journalism Theory and Practice Units: 4		
COMM 326 - Social Media and Social Change Literacies Units: 4		
COMM 328 - Multimedia Reporting & Writing I Units: 4		
COMM 361 - Professional Speaking in Strategic Communication Units: 4		
COMM 362 - User Experience Research and Design Units: 4		
COMM 388 - Public Relations Practice Units: 4		
COMM 398 - Internship Units: 1-4		
COMM 410 - Organizing Cultures of Innovation and Empathy Units: 4		

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COMM 420 - Organizational Transformation Units: 4		
COMM 471 - Strategic Communication and Difference Units: 4		
ADDITIONAL COURSE to reach 60 Units	7	<i>These courses may be additional Major Courses or prerequisites not taken at the Community College</i>
<i>If needed</i>		
Total Semester Units at CSUEB	60	60

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FIRST SEMESTER JUNIOR YEAR			
APPLY for the WST BOOTCAMP And register to take the University Writing Skills Requirement			
UDGE B6	Course	Overlay	
CORE	COMM 240	Waived if Student took COMM 190 in CCC	4
Concentration	COMM 310		4
Concentration	COMM 321		4
		TOTAL:	15
SECOND SEMESTER JUNIOR YEAR			
TAKE THE UNIVERSITY WRITING SKILLS TEST			
UDGE D4	Course	Overlay	
CORE	COMM 304		4
Concentration	COMM 357		4
Concentration	COMM 358		4
		TOTAL:	15
THIRD SEMESTER SENIOR YEAR			
Verify that you have completed the University Writing Skills Requirement. Check your MyCSUEB "Degree Audit Report" (DAR) and email any discrepancies to The ADT ADVISER.			
UDGE C4	Course	Overlay	
CORE	COMM 305		4
Concentration	COMM 387		4
Concentration	COMM 453		4
		TOTAL:	15
FOURTH SEMESTER SENIOR YEAR			
See the ADT ADVISER and apply for graduation through MyCSUEB by the posted deadline, available at Important Dates			
CORE	COMM 433		
COMM Elective		Select from Concentration List	4
ELECTIVE		OPEN ELECTIVE (must be 4 units)	4
ELECTIVE		OPEN ELECTIVE	3
		TOTAL:	15
			GRAND TOTAL:
			60