Degree: Communication, B.A.: Strategic Communication Concentration				
Requirement Area	**Course**	**Course Title**	**Prerequisites**	**Units**
First Semester				
E	GS 101A	Foundations of Success I		1
A1	COMM 100	Communication		3
B4				3
C1				3
D1/Code 1				3
			Total:	13
Second Semester				
E	GS 101B	Foundations of Success II		1
A2	ENGL 102			3
C2				3
D2				3
LD Major	COMM 206	New Media in the Digital Age		4
or	COMM 202	COMM, Media & Culture		
			Total:	14
Third Semester				
E				1
A3	PHIL 100	Workshop in Critical Thinking		3
Add'l C1 or C2*				3
B2/B3				3
Writing II/WID (2nd Comp)	ENGL 200			3
Elective				3
			Total:	16
Fourth Semester				
D3/Code 2				3
B1				3
Elective				3
LD Major	COMM 203	Communication Theories		4
LD Major	COMM 224	Argumentation and Advocacy		4
			Total:	17
Fifth Semester				
B6/Overlay				3
Elective				3
LD Major	COMM 240	Visual Comm & Culture		4
UD Major	COMM 304	Quantitative Research Methods		4
			Total:	14
Sixth Semester				
D4/Overlay				3
LD Major	COMM 256	Persuasion Theory & Practice		4
UD Major	COMM 305	Qualitative Research Methods		4
UD Major	COMM 433	Discourses of Difference		4
			Total:	15
Seventh Semester				
C4/Overlay				3
Concentration	COMM 310	Intro Org Comm & Long Term Thinking		4
Concentration	COMM 321	Research in Persuasive Communication		4
Concentration	COMM 357	Principles of Advertising		4
			Total:	15
Eighth Semester				
Concentration	COMM 358	Principles of Public Relations		4
Concentration	COMM 387	Advertising Design & Production	COMM 357	4
Concentration	COMM 453	Strategic Communication Campaigns	COMM 357 and COMM 358	4
Concentration	COMM	Strategic Comm Elective		4
			Total:	16
Total Units:				120

General Education & University Requirements - Suggested Courses
Area A (9 units): Communication in the Enlgish Language & Critical Thinking (Must earn passing grade of C-/CR or better)
☐ A1. COMM 100 or 104
☐ A2. ENGL 101, 102, or 104
☐ A3. PHIL 100
Area B (9 units) : Scientific Inquiry & Quantitative Reasoning
☐ B1. Physical Science
☐ B2. Life Science
☐ B3. Laboratory Activity
☐ B4. Quantitative Reasoning (Must earn passing grade of C-/CR or better.)
Area C (9 units): Arts & Humanities - Minimum of three different disciplines as designated by course prefix (e.g., ART, THEA, MUS)
☐ C1. Arts
☐ C2. Humanities
☐ *Additional Lower-division Area C Course in Arts (C1) or Humanities (C2)
Area D (9 units) : Social Sciences - Minimum of three different disciplines as designated by course prefix (e.g., ANTH, ECON, POSC)
☐ D1.
☐ D2.
☐ D3.
Area E (3 units) : Lifelong Learning and Self-Development
☐ E.
Second Composition : Requires completion of GE A2 with a C-/CR or better. Must be completed before attaining junior standing.
☐ Writing II.
University Writing Skills Requirement
☐ UWSR. Writing Skills Test (WST) or First and/or Second Tier Courses
U.S. Code (American Institutions Requirement) - Two courses (6 units) covering three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. Constitution), and US-3 (California State & Local Government).
☐ Code 1.
☐ Code 2.
Upper Division GE Requirements (9 units): Should be taken after completion of A1, A2, A3, and B4 with a C- (CR)
☐ B6. Upper-division Science Inquiry and Quantitative Reasoning
☐ C4.Upper-division Arts OR Humanities
☐ D4. Upper-division Social Sciences
Overlay Requirements (9 units): Courses may be upper or lower division, and GE or major
☐ Diversity (Div)
☐ Social Justice (SJ)
☐ Sustainability (S)