

**Major Course Requirements**

*A minimum of 75 hours (47 upper-division hours)*

► **Required Core Courses (33 hours):**

COMM 105	Introduction to Communication*	4
COMM 223	Interpersonal Communication*	3
COMM 226	Public Speaking	3
COMM 328	Small Group Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar	1
JOUR 110	Current Issues in the Media	3
JOUR 144	Copywriting	3
JOUR 244	Copyediting	3

► **Required Emphasis Courses (33 hours):**

COMM 329	Organizational Communication	3
JOUR 141	Newswriting and Reporting	3
JOUR 434	Media Communication Ethics	3
PREL 231	Intro to Public Relations	3
PREL 232	Crisis Communications	3
PREL 337	Fundraising for Non-Profits	3
PREL 339	Marketing Communications	3
PREL 345	Social Media Marketing	3
PREL 494	Marketing Communications Internship	3

*At least one of the following courses:*

COMM 340	Visual Communication & Semiotics (3)	3
COMM 350	Nonverbal Communication (3)	3

*At least one of the following courses:*

COMM 426	Argumentation (3)	3
COMM 427	Persuasive Communication (3)	3

► **Required Cognate Courses (12-13 hours):**

ARTD 253	Publication Technology	3
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*At least three of the following courses:*

MKTG 351	Marketing (4)	9-10
MKTG 360	Consumer Behavior (3)	
MKTG 372	Retailing Management (3)	
MKTG 374	Advertising (3)	
MKTG 377	Sales Management (3)	
MKTG 417	Services Marketing (3)	
MKTG 481	Marketing Problems (3)	

**Typing Proficiency**

Typing skill is essential for an emphasis in marketing communications. If you are deficient in this area, you should work on improving your typing proficiency during your freshman year.

**Student Learning Outcomes**

**Students can:**

- Recognize and practice the elements of competent communication with diverse others.
- Research, analyze, organize, and deliver presentations designed to inform, to persuade, and to entertain through a variety of contexts (i.e. written expression, the public venue, and various media).
- Demonstrate proficiency in writing for a variety of media contexts (i.e. news, promotional, advertising).
- Analyze an organization in order to design appropriate strategies for marketing communications, fundraising, and crisis management.
- Develop and demonstrate the skills necessary to represent an organization to the mass media.

**Occupational Information**

**What can I do with this major?**

Marketing communication specialists are needed in every industry, from healthcare and education to media and nonprofit organizations. Increasingly, businesses are combining their public relations and marketing departments to provide a more unified approach to their promotional strategies. Our graduates have entered varying fields including law, medicine, journalism, marketing, and education.

**Additional Education Required?**

The degree is an entry-level one that does not require additional training to be successful in the field. However, many graduates have entered graduate programs in pre-professional areas, business, and writing, depending on their career goals and interests.

**Public Sector vs. Denominational**

Opportunities are available in both the public sector and denominational employment. Employers seek graduates with communication degrees for positions such as writers, editors, communication directors, and marketing executives.

**Job Outlook**

The outlook is excellent in the industry, as businesses seek to better manage their internal/external communication, enhance and build their reputation, and create meaningful relationships with their audiences.

**General Education Requirements**

To view general education requirements for this major, please refer to page A-01, Summary of General Education Requirements: B.S. Degree.

**How to Construct Your Own Program**

1. Counsel with your advisor.
2. Consider your aptitudes, interests, and available courses.
3. Schedule major courses and cognates first.
4. Fill the rest of your schedule with G.E. requirements.
5. For the freshman year include English, Religion, and PE courses. Also include Basic Algebra I+II unless waived by previous work.

**What the Degree Includes**

- A total of 192 quarter hours including:
1. A minimum of 60 upper division hours.
  2. General Education requirements.
  3. Major requirements.
  4. Minimum 2.0 GPA, overall and major.

**For More Information**

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**Sample Four-Year Program**

This sample curriculum is designed to show you how a program may be constructed and to help you select a proper sequence of courses in the major. It is not likely that these courses can always be taken in the order given. Your advisor will help you design a personalized program of studies.

<b>First Year</b>	<b>F</b>	<b>W</b>	<b>S</b>
Introduction to Communication	4	-	-
Current Issues in Communication	3	-	-
Public Speaking	-	3	-
Copywriting	-	3	-
Copyediting	-	-	3
Newswriting & Reporting	-	-	3
College English I,II	-	4	4
Religion Courses	3	-	3
Exercise Science Activity Course	-	-	1
General Education/Electives	6	6	2
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	16	16	16
<b>Second Year</b>	<b>F</b>	<b>W</b>	<b>S</b>
Interpersonal Communication	3	-	-
Intro to Public Relations	-	3	-
Crisis Communications	-	-	3
Oral Interpretation	-	-	3
General Education/Electives	13	13	10
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	16	16	16
<b>Third and Fourth Years</b>	<b>F</b>	<b>W</b>	<b>S</b>
Junior Seminar	1	-	-
Senior Seminar	1	-	-
Media Communication Ethics	3	-	-
Social Media Marketing	3	-	-
Communication Research I,II	3	3	-
Marketing Communications	-	3	-
Intercultural Communication	-	3	-
Organizational Communication	-	3	-
Small Group Communication	-	-	3
Persuasive Comm or Argumentation	-	-	3
Visual Communication & Semiotics	-	-	3
Internship	-	-	3
Fundraising for Non-Profits	-	-	3
Senior Assessment Seminar	-	-	.2
Major Cognates	3	3	3
General Education/Electives	18	17	14
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	32	32	32.2