

Major Course Requirements

A minimum of 72 hours (40 upper-division hours)

Core

➤ *Required Core Courses (25 hours):*

COMM 134	Mass Media Communication	3
COMM 223	Interpersonal Communication*	3
COMM 226	Public Speaking*	3
COMM 330	Intercultural Communication I	3
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar/Communication Disciplines	2
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting	2

Emphasis

➤ *Required Emphasis Courses (24 hours):*

COMM 225	Oral Interpretation	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 426	Argumentation	3
COMM 427	Persuasive Communication	3
COMM 494	Communication Internship	3
JOUR 434	Media Law and Ethics	3
PREL 231	Public Relations I: Introduction	3

➤ *Required Emphasis Electives (17 hours):*

At least 17 hours from the following (8 upper-division): 17
 Additional non-service COMM, PREL, or JOUR courses
 DRMA 229 Acting I: Fundamentals (3)

➤ *Required Cognate Courses (6 hours):*

ARTD 253	Publication Technology	3
RELT 330	The Christian and the Media	3

* *This major fulfills the following G.E. requirements:
 Oral Communication: Fulfilled by COMM 226
 Practical and Applied Arts: Area 4 fulfilled by COMM 223*

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 the mass media).
- Analyze and interpret the structure and process of contemporary mass communication.
- Demonstrate competency in systematic inquiry
- Recognize, analyze and practice ethical communication from a Christian worldview.
- Create, plan, organize and deliver public speeches in a variety of rhetorical contexts.
- Recognize and competently apply the communication concepts and practices unique to a variety of communication disciplines.
- Analyze, evaluate, and apply the Aristotelian forms of proof to a variety of persuasive and argumentative contexts.
- Demonstrate the critical thinking, writing, theoretical, and rhetorical competencies necessary for a successful graduate school experience in a variety of disciplines.

Occupational Information

What can I do with this major?

Communication skills are ranked as one of the top skills employers look for in their employees. Students who study communication are often seen as better problem solvers, negotiators, critical thinkers, and public speakers. Many graduates take this major as preparation for a career in law, medicine, or communication-related fields.

Additional Education Required?

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

Public Sector vs. Denominational

Opportunities are available in both the public sector and denominational employment. Students who possess strong written and verbal communication skills are in high demand in every industry.

Job Outlook

The outlook is excellent, as communication graduates adapt well to new environments and industries. Communication-related fields are ranked as a top-growing field with both entry-level and management opportunities seeking qualified individuals.

General Education Requirements

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

First Year	F	W	S
Mass Media Communication	3	-	-
Major Electives*	-	3	-
Public Speaking	-	-	3
College English	-	4	4
Religion	3	-	3
Exercise Science	-	1	1
Newswriting & Reporting	-	-	3
Copyediting	-	2	-
General Ed/Electives	10	6	2
	16	16	16

Second Year	F	W	S
Major Cognates	-	-	3
Oral Interpretation	-	3	-
Interpersonal Communication	3	-	-
Public Relations I: Intro	-	3	-
General Ed/Electives	13	10	13
	16	16	16

Third and Fourth Years	F	W	S
Major Electives*	3	3	-
Small Group Communication	-	-	3
Intercultural Communication	-	3	-
Communication Research I	3	-	-
Communication Research II	-	3	-
Persuasive Communication (odd)	3	-	-
Senior Seminar in Comm. Disc.	-	2	-
Organizational Communication	3	-	-
Visual Communication & Semiotics	-	-	3
Internship	-	-	3
Media Law & Ethics	3	-	-
Fundraising for Non-Profits	-	-	3
Argumentation	-	-	3
General Ed/Electives	17	21	17
	32	32	32

* Recommended Major Electives: Any course designated JOUR or PREL.