

Major Course Requirements

A minimum of 71 hours (44 upper-division hours)

► **Required Core Courses (65 hours):**

COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
or COMM 428	Debate	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 335	Podcasting	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 434	Film Evaluation	3
COMM 450	Senior Seminar	1
JOUR 110	Current Issues in the Media	3
JOUR 141	Newswriting and Reporting	3
JOUR 243	Copyediting I	3
JOUR 244	Copyediting II	3
JOUR 434	Media Communication Ethics	3
PREL 231	Intro to Public Relations	3
PREL 232	Crisis Communication	3
PREL 337	Fundraising for Non-Profits	3
PREL 339	Strategic Communication	3
PREL 345	Social Media Marketing	3
PREL 494	Public Relations Internship	3

At least one of the following courses:

COMM 340	Visual Communication & Semiotics (3)	3
COMM 427	Persuasive Communication (3)	3

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

ARTD 130	Fundamentals of Graphic Design (3)	3
WRIT 320	Creative Writing: Online Publication (4)	4
At least three of the following courses:		9-10
MKTG 351	Marketing (4)	4
MKTG 360	Consumer Behavior (3)	3
MKTG 372	Retailing Management (3)	3
MKTG 374	Advertising (3)	3
MKTG 377	Sales Management (3)	3
MKTG 417	Services Marketing (3)	3
MKTG 481	Marketing Problems (3)	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?

Strategic 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. Consult with your academic 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

327 Irwin Hall
 One Angwin Avenue
 Angwin, CA 94508

(707) 965-6437
 Website: www.puc.edu/communication

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
Communication and Public Speaking	4	-	-
Current Issues in the Media	3	-	-
Newswriting & Reporting	-	-	3
College English I,II	-	4	4
Religion Courses	3	-	3
Exercise Science Activity Course	-	-	1
General Education/Electives	6	12	5
	16	16	16
Second Year	F	W	S
Intro to Public Relations	-	3	-
Interpersonal Communication	-	-	3
Crisis Communication	-	-	3
Copyediting I	-	3	-
Copyediting II	-	-	3
General Education/Electives	16	10	7
	16	16	16
Third and Fourth Years	F	W	S
Junior Seminar	-	1	-
Senior Seminar	-	1	-
Advanced Public Speaking or Debate	-	3	-
Media Communication Ethics	3	-	-
Social Media Marketing	3	-	-
Communication Research I,II	3	3	-
Strategic Communication	-	3	-
Intercultural Communication	-	-	3
Organizational Communication	-	3	-
Small Group Communication	-	-	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	14	14
	30	31	32.2