

Major Course Requirements

A minimum of 74 hours (53-62 upper-division hours)

► Required Major Courses (62 hours):

COMM 326	Advanced Public Speaking	3
COMM 330	Intercultural Communication	3
COMM 427	Persuasive Communication	3
COMM 410	Data Analytics for Communicators	3
INFS 146	Spreadsheets	2
INFS 320	Business Intelligence	3
MKTG 351	Marketing	4
MKTG 360	Consumer Behavior	3
MKTG 371	Marketing Research	3
MKTG 374	Advertising	3
MKTG 417	Services Marketing	3
MKTG 481	Marketing Problems	3
MGMT 361	Management	4
MGMT 465	Organizational Behavior	3
MGMT 491	Strategic Management	3
PREL 231	Intro to Public Relations	3
PREL 232	Crisis Communication	3
PREL 337	Fundraising	3
PREL 339	Strategic Communication	3
STAT 222	Introduction to Statistics	4

Ethics, Law, Professionalism Cognate (pick one)

JOUR 434	Media Communication Ethics (3)
MGMT 466	Business Ethics (3)

Electives (pick three)

ARTD 130	Graphic Design (3)
COMM 335	Podcasting (3)
JOUR 243	Copyediting I (3)
PREL 345	Social Media Strategy (3)
WRIT 320	Creative Writing (3)

Student Learning Outcomes

Students can:

- Develop integrated marketing communication strategies that align messaging, branding, and business objectives across channels.
- Analyze markets, audiences, and consumer behavior to inform marketing and communication decisions.
- Apply quantitative and analytical tools to assess performance and support evidence-based decisions.
- Design and deliver persuasive messages for diverse audiences and platforms.
- Create effective digital, visual, and written content aligned with strategic goals.
- Integrate communication, marketing, and ethical considerations in organizational decision-making.

Occupational Information

What can I do with this major?

Following graduation, students with this major may begin their careers in roles such as:

- 1) Integrated marketing communication, marketing, or campaign coordinator.
- 2) Public relations, media relations, or corporate communication specialist.
- 3) Content strategy, social media, digital marketing, or advertising specialist
- 4) Market research, consumer insights, or marketing analytics specialist.
- 5) Brand, account, fundraising, or development coordinator

With experience, graduates may advance into management and director roles in marketing, communication, public relations, brand strategy, digital media, research, or nonprofit development.

Additional Education Required?

A bachelor's degree is the typical preparation for entry-level marketing, public relations, and market-research roles. Graduate education is not generally required to begin, but an M.B.A. or a master's degree in marketing, communication, analytics, or a related field may support advancement into leadership, strategy, or specialized research. Internships, a strong portfolio, and relevant certifications can also strengthen a graduate's competitive position.

Job Outlook

Employment prospects vary by role. The U.S. Bureau of Labor Statistics projects 2024-2034 growth of 7% for market research analysts and marketing specialists, 6% for advertising, promotions, and marketing managers, and 5% for public relations specialists, compared with 3% for all occupations. Demand is supported by organizations' need to understand customers, evaluate communication performance, reach audiences through changing media, and manage reputation.

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 180 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

Communication Department
 327 Irwin Hall
 One Angwin Avenue
 Angwin, CA 94508

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

Business Administration and Economics Department
 Pacific Union College
 One Angwin Avenue
 Angwin, CA 94508
 (707) 965-6238

Website: puc.edu/business-administration-economics

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.

	F	W	S
First Year			
Communication and Public Speaking	4	-	-
Spreadsheets and Lab	2	-	-
Fundamentals of Graphic Design	3	-	-
College English I, II	4	4	-
Introduction to Public Relations	-	3	-
Religion course	3	3	-
Crisis Communication	-	-	3
Exercise Science activity course	-	-	1
General Education/Electives	-	6	12
	16	16	16
Second Year			
Consumer Behavior	3	-	-
Fundraising for Non-Profits	3	-	-
Introduction to Statistics	4	-	-
Marketing	-	4	-
Podcasting**	-	3	-
Copyediting I**	-	3	-
Management	-	-	4
Strategic Communication	-	-	3
Intercultural Communication	-	-	3
General Education/Electives	6	6	6
	16	16	16
Third Year			
Advertising	3	-	-
Marketing Research	-	3	-
Advanced Public Speaking	-	3	-
Business Intelligence	-	-	3
Persuasive Communication	-	-	3
General Education/electives	13	10	10
	16	16	16
Fourth Year			
Organizational Behavior	3	-	-
Business Ethics *OR* Media Comm. Ethics	3	-	-
Services Marketing	-	3	-
Marketing Problems	-	3	-
Strategic Management	-	-	3
Data Analytics for Communicators	-	-	3
Senior Assessment Seminar	-	-	.2
General Education/electives	10	10	10
	16	16	16.2