Program Description
The Department of Communications offers the Bachelor of Arts in Communications. The program presents a combination of theoretical knowledge with practice and analytical skills, all oriented to the recognition and solution of communication problems as they occur in their various forms and within diverse contexts and media.

Students completing a major in Communications have the opportunity to apply what has been learned in related activity, production courses, and internships. Study will concentrate in one of three areas (Journalism, Public Relations, and Digital Media). The general emphasis of this program is upon breadth and flexibility in preparation for diverse career opportunities.

The department offers a minor in Communications and certificates in Public Relations, Journalism, and Digital Media. For the Mission Statement, Program Goals and Objectives, and other information about the Department of Communications, please visit www.csub.edu/comm.

Requirements for the Bachelor of Arts Degree in Communications

Total Units Required to Graduate 180 units
Major Requirements 66 units
Lower Division Courses 6
Upper Division Courses 15
Upper Division Writing Course 5***
Concentration Courses 20
Communications Studies Courses 10
Electives Courses 10
Minor Requirements 20 units
Other University Requirements 77-92 units
CSUB 101 2
American Institutions 5-10
Area A 15*
Area B 15
Area C 15
Area D 15
Theme 1 5
Theme 2 0-5**
Theme 3 5
GRE 0-5**
GWAR (Exam) or Class 0***

*COMM 108 satisfies the A1 requirement and is required for majors
**Theme 2 may be satisfied in the major, minor, or other university requirement
***COMM 304 satisfies this requirement with a grade of “C” or better, and is required for majors

Additional Units 2-32 units
Sufficient coursework to meet the minimum requirement of 180 units.

See http://www.csub.edu/schedules.shtml for current list of courses satisfying university-wide requirements.

Requirements for the Major in Communications

General Core Requirements (26 units)
A. Lower Division Required Courses (6 units)
COMM 200, 274
B. Upper Division Required Courses (15 units)
COMM 309, 315, 490
C. Upper Division Writing Course (5 units)
COMM 304

Concentrations (20 units)
A. Journalism (20 units)
Designed for students interested in careers in newspapers, TV, radio, magazines, book publishing, technical writing, writing for social media, and web publishing.
Required Courses: COMM 206, 306, 311, 404
B. Public Relations (20 units)
Designed for students interested in careers in public relations, organizational/corporate/intercultural communication and the related field of marketing.
Required Courses: COMM 206, 305, 350, 432
C. Digital Media (20 units)
Designed for students interested in digital media: digital imaging and graphic design, video and audio production, digital animation and interactivity. This concentration is ideally suited for the student desiring to specialize in video production, animation, graphic design and interactive design for the web.
Required Courses: COMM 240, 307, 387, 388

Communications Studies Courses (10 units)
Select two upper division courses: COMM 308, 317, 360, 370, 376, 377 (when relevant), 378, 405, 407, 435, 460, 477 (when relevant).

Electives Courses (10 units)
Ten (10) additional upper division units in Communications courses selected in consultation with a faculty advisor.

Portfolio Requirement
As part of COMM 490 (Senior Seminar), each student will prepare a portfolio that displays what has been gained from the major in Communications. The portfolio is a collection of materials that addresses each of the goals that the program
faculty expects students to achieve. It also includes a personal statement and a brief analysis of each course taken for the major in Communications.

To create a portfolio, each student should maintain evidence from all communications courses and from other experiences that provide support for the student’s accomplishments as a Communications major. Questions about the portfolio may be directed to the student’s advisor or to any communications faculty member.

Completion of a Minor, Special Minor, or Augmented Major
Up to five units of internship courses (COMM 496, 497) or up to six units of activities courses (COMM 414, 418, 420, 422) may be counted toward the minor.

Requirements for the Minor in Communications
The minimum requirements for a minor in Communications are four courses totaling 20-quarter units at the 200-level or above (at least three of which must be upper division). Up to six units in activities courses (COMM 214/414, 218/418, 220/420, 222/422) may be counted toward the minor.

Certificates in Communications
Option I - A student majoring in Communications who completes at least six courses from the department’s offerings in one of the following areas: Journalism, Public Relations, Digital Media, or Communication Studies is eligible to receive a certificate recognizing that achievement. At most four of the six courses can be applied towards requirements for the major.

Option II - A student not majoring in Communications who completes at least six courses (30 units) from the department’s offerings in one of the following areas: Journalism, Public Relations, Digital Media, or Communication Studies, is eligible to receive a certificate recognizing that achievement.

Option III - A student not majoring in Communications, in consultation with an advisor and the chair of the department, may design a general certificate program, including COMM 309 and at least five other courses (25 units) reflecting the general scope of the communications discipline.

Teaching Credential - Liberal Studies
Communications is a concentration option for Liberal Studies majors.

Student Societies for Communications Majors
Lambda Pi Eta (The Official Honor Society of the National Communication Association)
Lambda Pi Eta (LPH) is the official undergraduate National Communication Honor Society of the National Communication Association (NCA). Established in 1985, LPH has over 200 chapters and over 4000 members nationwide. NCA directs and administers LPH, which is fully accredited by the Association of College Honor Societies (ACHS). LPH represents what Aristotle described in his book, *Rhetoric*, as the three ingredients of persuasion: Logos (Lambda) meaning logic, Pathos (Pi) relating to emotion and Ethos (Eta) defines as character credibility and ethics. The CSUB Chapter received its charter on May 25, 1999. In accordance with the date of its founding, the CSUB official Greek name is *Iota Zeta*. The goals of Lambda Pi Eta are to: recognize, foster, and reward outstanding scholastic achievement; stimulate interest in the field of communication; promote and encourage professional development among communication majors; provide an opportunity to discuss and exchange ideas about the field; establish and maintain close relationships and understanding between faculty and students; and explore options for further graduate studies. In order to qualify for membership in Lambda Pi Eta, a student must have completed at least 90 units in college; 18 units of communications study; have a cumulative GPA of at least 3.0; have a communications studies GPA of at least 3.25; be in a good standing at the college or university; and display commitment to the field of communication. Once a student is inducted in Lambda Pi Eta, he or she is a member for life.

Public Relations Student Society of America (PRSSA) - CSUB Chapter
The Public Relations Student Society of America is the preeminent public relations student organization in the world. The CSUB Chapter is chartered by the Public Relations Society of America (PRSA) Board of Directors. The mission of PRSSA is twofold: (1) to serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities; and, (2) to serve the public relations profession by helping to develop highly qualified well-relations.