Bachelor of Arts in Communications at College of the Canyons

College of the Canyons and CSU Bakersfield

CSU Bakersfield has partnered with College of the Canyons (COC) to create this unique and flexible hybrid bachelor’s degree program, allowing you the opportunity to complete your degree without leaving Santa Clarita.

This program utilizes a combination of in-person classes at COC as well as online courses offered through CSU Bakersfield. Upon completion, you will receive your degree from CSU Bakersfield.

Contact Us

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CSU Bakersfield

Extended University Division

Bachelor of Arts in Communications at College of the Canyons
Bachelor of Arts in Communications

The Bachelor of Arts Degree in Communications, located on the College of the Canyons campus, provides coursework to prepare students for careers as communications professionals. The curriculum stresses knowledge of communications processes, an expected proficiency in writing and practice, awareness of professional responsibilities, knowledge of ethical practices, and acquaintance with laws governing the use of mass media.

The program presents a combination of theoretical knowledge, practice, and analytical skills oriented to the recognition and solution of communication problems as they occur in their various forms and within diverse contexts and media. Students will complete a concentration in either Public Relations or Journalism; however, the general emphasis of this degree program is toward breadth and flexibility within the major. Students complete the equivalent of 2 years of coursework at a community college prior to applying for admission. Transfer courses will include all lower division general education requirements, and students are advised to have all general education coursework certified.

Admission Requirements
1. 60 transferrable semester units from an accredited college
2. All lower division general education must be completed prior to admission to ensure timely completion of the program
3. 2.0 GPA in all college coursework

Coursework

Major Coursework
Lower Division Required Courses (3 units):
- COMS 250 Process of Communication (COC) or MEA 100 Nass Nessu & Society (COC)

Upper Division Required Courses (12 units):
- COMM 3000 Theories of Communication
- COMM 3008 Technical and Report Writing
- COMM 3010 Mass Media Law
- COMM 4908 Senior Seminar

Completion of an Area of Emphasis (15 units)
Public Relations:
- COMM 2110 Issues and Practices in Journalism
- COMM 3210 Public Relations
- COMM 3220 Public Relations Strategies & Tactics
- COMM 3230 Case Studies in Public Relations
- COMM 3260 Public Relations Management

—or–

Journalism:
- COMM 2110 Issues and Practices in Journalism
- COMM 3120 Convergence Journalism
- COMM 3130 Feature Writing
- COMM 3140 Public Affairs Reporting
- COMM 3160 Broadcast Production

Communications Studies Courses (6 units)
- COMM 3048 Art of Film
- COMM 3058 Intercultural Communication

Completion of Elective Courses (6 units)
Two courses from the departmental offerings

Completion of a Minor (12 units)
Students will complete a minor in Sociology through CSUB at COC. The minor is comprised of four courses from the departmental offerings.

Completion of Upper Division General Education
All Upper Division General Education and Graduation requirements will be completed at CSUB.

Additional Information

Fees
Fees are assessed at $300-$320 per unit and are subject to change. Contact the Extended University Degree Programs office for current information.

Financial Aid
Students who plan to seek financial aid on either a part-time or full-time basis should contact Degree Programs and complete the Free Application for Federal Student Aid (FAFSA).

Student Services
The Extended University Degree Programs Bakersfield office is staffed with student service professionals who are available to answer questions about admission, registration, financial aid, etc. They are available by phone and email and can meet students face to face at COC during scheduled advising sessions.

Course Schedule
Courses are taught in the evenings, weekends, and online. Contact Extended University Degree Programs for a current course schedule, or view it online at www.csub.edu/eudegrees

Required Documents
The following items are required for admission:

- A completed CSUB Extended University Undergraduate Application (An application can be found online at www.csub.edu/eud)
- One (1) Official Transcript from all colleges attended (Digital transcrips are not accepted. A hard copy is required.)
- $75 application fee