

# COMMUNICATIONS, BA, PUBLIC RELATIONS CONCENTRATION

Arts & Humanities (ah) (<https://catalog.csub.edu/general-information/csub-information/school-arts-humanities/>)

Department of Communications (<https://catalog.csub.edu/general-information/csub-information/school-arts-humanities/department-communications/>)

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[www.csub.edu/comm](http://www.csub.edu/comm) (<http://www.csub.edu/comm/>)

Program Maps for Arts and Humanities (<https://programmap.csub.edu/academics/interest-clusters/b25268bc-3d3d-44bd-8366-730406c8a906/>)

## Program Requirements

Code	Title	Units
<b>General Education Requirements</b>		
	First-Year Seminar (FYS)	2
	Lower Division Area A: Foundational Skills	6
	Lower Division Area B: Natural Sciences	9
	Lower Division Area C: Arts and Humanities	6
	Lower Division Area D: Social and Behavioral Sciences	3
	Lower Division Area E: Student Enrichment and Lifelong Learning (SELF)	3
	Lower Division Area F: Ethnic Studies	3
	American Institutions: Government and History	6
	Junior Year Diversity & Reflection (JYDR) <sup>2</sup>	0-3
	Graduation Writing Assessment Requirement (GWAR) <sup>3</sup>	0
	Upper Division Thematic Area B and D <sup>2</sup>	6
	General Education Capstone <sup>3</sup>	0
	<i>General Education Subtotal</i> <sup>3</sup>	<i>44-47</i>
<b>Major Core Requirements</b>		
	<i>Lower Division</i>	<i>3</i>
COMM 2020	Introduction to Communication Studies	3
	<i>Upper Division</i>	
COMM 3000	Theories of Communication	3
COMM 3010	Mass Media Law	3
COMM 4908	Senior Seminar	3
	<i>Upper Division Writing</i>	
COMM 3008	Technical and Report Writing	3
<b>Public Relations Concentration</b>		
COMM 2110	Issues and Practices in Journalism	3
COMM 3210	Public Relations	3
COMM 3220	Public Relations Writing and Strategy	3
COMM 3230	Public Relations Research	3

COMM 4210	Public Relations Campaigns	3
<b>Communications Studies Courses</b>		
Select two upper division courses:		6
COMM 3020	Ethical Issues in the Media	
COMM 3038	Video Game Analysis	
COMM 3048	Art of Film	
COMM 3050	Interpersonal Communication	
COMM 3058	Intercultural Communication	
COMM 3060	Communication in the Organization	
COMM 3068	Film & Society or COMM 30 World Film History	
COMM 3070	Health Communication	
COMM 3077	Special Topics	
COMM 3078	Mass Media and Society	
COMM 3088	Gender and Communication	
COMM 4077	Special Topics in Communication (when relevant)	
<b>Electives Courses</b>		
Two additional upper division Communications courses selected in consultation with a faculty advisor.		6
<b>Portfolio Requirement/Senior Seminar</b>		
COMM 4908	Senior Seminar <sup>1</sup>	3
<i>Major Subtotal</i>		<i>48</i>
<b>Additional Units Needed Towards Graduation</b>		<b>31-34</b>
<b>Total Units</b>		<b>123-129</b>

<sup>1</sup> As part of COMM 4908 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 from the students' courses 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.

<sup>2</sup> JYDR and UDC Thematic Areas may be satisfied in major, minor or other university requirement.

<sup>3</sup> Some General Education requirements are included in major

## Public Relations

Designed for students interested in careers in public relations, organizational/corporate/intercultural communication and the related field of marketing.