

Degree: Communication, B.A.: Strategic Communication Concentration				
Requirement Area	Course	Course Title	Prerequisites	Units
First Semester				
E	GS 101A	Foundations of Success I		1
A1	COMM 100	Communication		3
B4				3
C1				3
D1/Code 1				3
			Total:	13
Second Semester				
E	GS 101B	Foundations of Success II		1
A2	ENGL 102			3
C2				3
D2				3
LD Major	COMM 206	New Media in the Digital Age		4
or	COMM 202	COMM, Media & Culture		
			Total:	14
Third Semester				
E				1
A3	PHIL 100	Workshop in Critical Thinking		3
Add'l C1 or C2*				3
B2/B3				3
Writing II/WID (2nd Comp)	ENGL 200			3
Elective				3
			Total:	16
Fourth Semester				
D3/Code 2				3
B1				3
Elective				3
LD Major	COMM 203	Communication Theories		4
LD Major	COMM 224	Argumentation and Advocacy		4
			Total:	17
Fifth Semester				
B6/Overlay				3
Elective				3
LD Major	COMM 240	Visual Comm & Culture		4
UD Major	COMM 304	Quantitative Research Methods		4
			Total:	14
Sixth Semester				
D4/Overlay				3
LD Major	COMM 256	Persuasion Theory & Practice		4
UD Major	COMM 305	Qualitative Research Methods		4
UD Major	COMM 433	Discourses of Difference		4
			Total:	15
Seventh Semester				
C4/Overlay				3
Concentration	COMM 310	Intro Org Comm & Long Term Thinking		4
Concentration	COMM 321	Research in Persuasive Communication		4
Concentration	COMM 357	Principles of Advertising		4
			Total:	15
Eighth Semester				
Concentration	COMM 358	Principles of Public Relations		4
Concentration	COMM 387	Advertising Design & Production	COMM 357	4
Concentration	COMM 453	Strategic Communication Campaigns	COMM 357 and COMM 358	4
Concentration	COMM	Strategic Comm Elective		4
			Total:	16
Total Units:				120

General Education & University Requirements - Suggested Courses	
Area A (9 units): Communication in the English Language & Critical Thinking (Must earn passing grade of C-/CR or better)	
<input type="checkbox"/> A1. COMM 100 or 104, MLL 111	
<input type="checkbox"/> A2. ENGL 101, 102, or 104	
<input type="checkbox"/> A3. PHIL 100	
Area B (9 units): Scientific Inquiry & Quantitative Reasoning	
<input type="checkbox"/> B1. Physical Science	
<input type="checkbox"/> B2. Life Science	
<input type="checkbox"/> B3. Laboratory Activity	
<input type="checkbox"/> B4. Quantitative Reasoning (Must earn passing grade of C-/CR or better.)	
Area C (9 units): Arts & Humanities - Minimum of three different disciplines as designated by course prefix (e.g., ART, THEA, MUS)	
<input type="checkbox"/> C1. Arts	
<input type="checkbox"/> C2. Humanities	
<input type="checkbox"/> *Additional Lower-division Area C Course in Arts (C1) or Humanities (C2)	
Area D (9 units): Social Sciences - Minimum of three different disciplines as designated by course prefix (e.g., ANTH, ECON, POSC)	
<input type="checkbox"/> D1.	
<input type="checkbox"/> D2.	
<input type="checkbox"/> D3.	
Area E (3 units): Lifelong Learning and Self-Development	
<input type="checkbox"/> E.	
Second Composition: Requires completion of GE A2 with a C-/CR or better. Must be completed before attaining junior standing.	
<input type="checkbox"/> Writing II.	
University Writing Skills Requirement	
<input type="checkbox"/> UWSR. Writing Skills Test (WST) or First and/or Second Tier Courses	
U.S. Code (American Institutions Requirement) - Two courses (6 units) covering three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. Constitution), and US-3 (California State & Local Government).	
<input type="checkbox"/> Code 1.	
<input type="checkbox"/> Code 2.	
Upper Division GE Requirements (9 units): Should be taken after completion of A1, A2, A3, and B4 with a C- (CR)	
<input type="checkbox"/> B6. Upper-division Science Inquiry and Quantitative Reasoning	
<input type="checkbox"/> C4. Upper-division Arts OR Humanities	
<input type="checkbox"/> D4. Upper-division Social Sciences	
Overlay Requirements (9 units): Courses may be upper or lower division, and GE or major	
<input type="checkbox"/> Diversity (Div)	
<input type="checkbox"/> Social Justice (SJ)	
<input type="checkbox"/> Sustainability (S)	