		, B.A.: Strategic Communication Concentrati		
Requirement Area	Course	Course Title	Prerequisites	Units
_		First Semester		
E	GS 101A	Foundations of Success I		1
A1 B4		Oral Communication		3
C1		Quantiative Reasoning Arts		3
D1/Code 1		Social Science/US Code		3
,			Total:	13
		Second Semester		
E	GS 101B	Foundations of Success II		1
A2	03 1015	Written Communication		3
C2		Humanities		3
F		Ethnic Studies		3
10.44 :				١.
LD Major	COMM 206	New Media in the Digital Age		4
or	COMM 202	COMM, Media & Culture	Total:	14
		Third Semester	Total.	1 27
E		Lifelong Learning and Self-Development		1
A3		Critical Thinking		3
Add'l C1 or C2*		Arts or Humanities		3
D2/D2				
B2/B3		Life Science/Lab		3
Second Composition Elective		Second Comp		3
Liective			Total:	16
			Total.	1 10
D2/Codo 2		Fourth Semester Social Science/US Code	1	1 3
D2/Code 2 B1		Physical Science		3
<u> </u>		Thysical Science		
Elective				3
LD Major	COMM 203	Communication Theories		4
LD Major	COMM 224	Argumentation and Advocacy		4
			Total:	17
		Fifth Semester		
UD-B/Overlay		UD Science		3
UWR				3
LD Major	COMM 240	Visual Comm & Culture		4
UD Major	COMM 304	Quantitative Research Methods		4
			Total:	14
		Sixth Semester	lotai.	14
UD-D/Overlay		UD Social Science		3
LD Major	COMM 256	Persuasion Theory & Practice		4
UD Major UD Major	COMM 305 COMM 433	Qualitative Research Methods Discourses of Difference		4
OD Wajoi	COIVIIVI 433	Discourses of Difference	Total:	15
		Seventh Semester	1000	
UD-C/Overlay		UD Arts or Humanities		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
		Fishel Com.	Total:	15
Concentration	COMM 358	Eighth Semester		4
Concentration	COMM 387	Principles of Public Relations Advertising Design & Production	COMM 357	4
Concentration	CONTINUE SOF	Accounting pengin a Floudetion	COMM 357	
			and COMM	
	COMM 453	Strategic Communication Campaigns	358	4
Concentration				
Concentration Concentration	COMM 453	Strategic Comm Elective		4
			Total:	16

Note: No changes to, or from, the credit/no credit pattern are permitted after the Grade Type Change period. There are no exceptions to this rule. Courses in a student's major department, regardless of course prefix, may not be taken "CR/NC," unless that is the only grading pattern in the course.

Revised: 03/24/23

	 (9 units): Communication in the English Language & Critical Thinking (Must earn passing grade of C-/CR or better)
□ Λ1 (COMM 100 or 104, MLL 111
	ENGL 101, 102, or 104
	PHIL 100
	Area B (9 units) : Scientific Inquiry & Quantitative Reasoning
☐ B1. P	Physical Science
	ife Science
☐ B3. L	aboratory Activity
□ B4. C	Quantitative Reasoning (Must earn passing grade of C-/CR or better.)
	(9 units): Arts & Humanities - Minimum of two different disciplines a designated by course prefix (e.g., ART, THEA, MUS)
□ C1. A	
	Humanities
	ditional Lower-division Area C Course in Arts (C1) or Humanities (C2) D (6 units): Social Sciences - Minimum of two different disciplines as
	designated by course prefix (e.g., ANTH, ECON, POSC)
□ D1. □ D2.	
□ υ∠.	Area E (3 units): Lifelong Learning and Self-Development
□ E.	
	Area F (3 units): Ethnic Studies
□ F.	
	d Composition : Requires completion of GE A2 with a C-/CR or better Must be completed before attaining junior standing.
☐ Seco	nd Composition
	University Writing Requirement
□ UWF	
cove	. Code (American Institutions Requirement) - Two courses (6 units) ring three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. Constitution), and US-3 (California State & Local Government).
☐ Code	1.
☐ Code	2.
Upper	Division GE Requirements (9 units): Should be taken after completio
	of A1, A2, A3, and B4 with a C- (CR)
	3. Upper-division Science Inquiry and Quantitative Reasoning
□ UD-0	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities
□ UD-0	B. Upper-division Science Inquiry and Quantitative Reasoning C. Upper-division Arts OR Humanities D. Upper-division Social Sciences
□ UD-0	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an
UD-C	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major
UD-C UD-C Overlay	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an
UD-C UD-E Overlay Dive	B. Upper-division Science Inquiry and Quantitative Reasoning C. Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div)
UD-C UD-E Overlay Dive	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) Il Justice (SJ)
UD-C UD-C Overlay Diver	B. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences I Requirements (9 units): Courses may be upper or lower division, an GE or major I strict (Div) I Justice (SI) I sinability (S)
UD-C UD-C Overlay Dive Socia Susta	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) panability (S) Strategic Communication Concentration at egic Communication consists of 28 units as outlined a
UD-C UD-C Overlay Divet Socia Susta The Straffollows:	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) ainability (S) Strategic Communication Concentration ategic Communication consists of 28 units as outlined a
UD-C UD-C Overlay Dive Socia Susta The Stra follows: Student COMM	B. Upper-division Science Inquiry and Quantitative Reasoning C. Upper-division Arts OR Humanities D. Upper-division Social Sciences If Requirements (9 units): Courses may be upper or lower division, an GE or major Insity (Div) Insity (Div) Insity (Si) Institute (SI) Insity (Si) In
UD-C UD-C Overlay Diver Socia Susta The Stra follows: Student COMM Thinking	8. Upper-division Science Inquiry and Quantitative Reasoning C. Upper-division Arts OR Humanities D. Upper-division Social Sciences If Requirements (9 units): Courses may be upper or lower division, an GE or major Insity (Div)
UD-C UD-C Overlay Diver Socia Susta The Stra follows: Student COMM Thinking	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences I Requirements (9 units): Courses may be upper or lower division, an GE or major Insity (Div) I
UD-C UD-E Overlay Dive Socia Susta The Stra follows: Student COMM Thinking COMM	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) simability (S) Strategic Communication Concentration ategic Communication concentration consists of 28 units as outlined a sis must take all of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 3357 - Principles of Advertising Units: 4
UD-C UD-E Overlay Diver Socia Susta The Stra follows: Student COMM Thinking COMM COMM	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) ainability (S) Strategic Communication Concentration ategic Communication concentration consists of 28 units as outlined a sis must take all of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 357 - Principles of Advertising Units: 4 358 - Principles of Public Relations Units: 4
UD-C UD-E Overlay Diver Socia Susta The Stra follows: Student COMM Thinking COMM COMM COMM	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) ainability (S) Strategic Communication Concentration attegic Communication concentration consists of 28 units as outlined a size must take all of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 357 - Principles of Advertising Units: 4 358 - Principles of Public Relations Units: 4 387 - Advertising Design and Production Units: 4
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UD-COVERING TO SUPERING TO SUP	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SI) ainability (S) Strategic Communication Concentration ategic Communication concentration consists of 28 units as outlined a sis must take all of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 357 - Principles of Advertising Units: 4 358 - Principles of Public Relations Units: 4 359 - Advertising Design and Production Units: 4 450 - Strategic Communication Campaigns Units: 4 551 - Strategic Communication Campaigns Units: 4 552 - Strategic Communication Campaigns Units: 4 553 - Strategic Communication Campaigns Units: 4 553 - Strategic Communication Campaigns Units: 4 554 - Social Media and Social Change Literacies Units: 4 556 - Social Media and Social Change Literacies Units: 4 557 - Social Media and Social Change Literacies Units: 4
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UD-COVERING TO SOME COMM COMM COMM COMM COMM COMM COMM C	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SJ) ainability (S) Strategic Communication Concentration attegic Communication consists of 28 units as outlined a circumstance of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 325 - Principles of Advertising Units: 4 336 - Principles of Public Relations Units: 4 337 - Advertising Design and Production Units: 4 338 - Strategic Communication Campaigns Units: 4 339 - Strategic Communication Campaigns Units: 4 331 - Journalism Theory and Practice Units: 4 326 - Social Media and Social Change Literacies Units: 4 328 - Multimedia Reporting & Writing I Units: 4 336 - Professional Speaking in Strategic Communication Units: 4 361 - Professional Speaking in Strategic Communication Units: 4 362 - User Experience Research and Design Units: 4
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UD-COVERING TO STATE OF THE STREET OF THE ST	8. Upper-division Science Inquiry and Quantitative Reasoning C.Upper-division Arts OR Humanities D. Upper-division Social Sciences y Requirements (9 units): Courses may be upper or lower division, an GE or major rsity (Div) al Justice (SJ) ainability (S) Strategic Communication Concentration attegic Communication consists of 28 units as outlined a circumstance of the following courses for 24 units: 310 - Introduction to Organizational Communication & Long Term g Units: 4 321 - Research in Persuasive Communication Units: 4 325 - Principles of Advertising Units: 4 336 - Principles of Public Relations Units: 4 337 - Advertising Design and Production Units: 4 338 - Strategic Communication Campaigns Units: 4 339 - Strategic Communication Campaigns Units: 4 331 - Journalism Theory and Practice Units: 4 326 - Social Media and Social Change Literacies Units: 4 328 - Multimedia Reporting & Writing I Units: 4 336 - Professional Speaking in Strategic Communication Units: 4 361 - Professional Speaking in Strategic Communication Units: 4 362 - User Experience Research and Design Units: 4
UD-COVERING TO STATE OF THE STREET OF THE ST	8. Upper-division Science Inquiry and Quantitative Reasoning C. Upper-division Arts OR Humanities D. Upper-division Social Sciences I Requirements (9 units): Courses may be upper or lower division, an GE or major I Institute (SI) I Institute (S
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^{*}Students are required to take a minimum of 40 semester units as upper division (includes 9 units upper division GE)