Degree.	Communication,	B.A.: Strategic Communication Concentrati	UII 24-23	
Requirement Area	Course	Course Title	Prerequisites	Units
-	00.4044	First Semester	1	
<u>E</u>	GS 101A	Foundations of Success I		1
A1		Oral Communication		3
B4		Quantiative Reasoning		3
C1		Arts		3
D1/Code 1		Social Science/US Code		3
		Second Semester	Total:	13
E	GS 101B	Foundations of Success II		1
A2		Written Communication		3
C2		Humanities		3
F		Ethnic Studies		3
LD Major	COMM 206	New Media in the Digital Age		4
or	COMM 202	COMM, Media & Culture		-
			Total:	14
_		Third Semester		
E		Lifelong Learning and Self-Development		1
A3		Critical Thinking		3
Add'l C1 or C2*		Arts or Humanities		3
B2/B3		Life Science/Lab		3
		Second Comp		3
Second Composition Elective		Second Comp		3
LIECTIVE			Total:	16
			Total.	10
		Fourth Semester		
D2/Code 2		Social Science/US Code		3
B1		Physical Science		3
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		OD Science		3
LD Major	COMM 240	Visual Comm & Culture		4
UD Major	COMM 304	Quantitative Research Methods		4
OD Wajoi	COIVIIVI 304	Qualititative nesearch Methods		-
			Total:	14
	'	Sixth Semester	<u>'</u>	•
UD-D/Overlay		UD Social Science		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		
UD-C/Overlay		UD Arts or Humanities		3
	COMM 310	Intro Org Comm & Long Term Thinking		4
Concentration		1		4
Concentration Concentration	COMM 321	Research in Persuasive Communication		
		Research in Persuasive Communication Principles of Advertising		4
Concentration	COMM 321		Total:	4 15
Concentration	COMM 321		Total:	t
Concentration	COMM 321	Principles of Advertising	Total:	t
Concentration Concentration	COMM 321 COMM 357	Principles of Advertising Eighth Semester	Total:	15
Concentration Concentration Concentration	COMM 321 COMM 357	Principles of Advertising Eighth Semester Principles of Public Relations	COMM 357 COMM 357	15
Concentration Concentration Concentration Concentration	COMM 357 COMM 358 COMM 358 COMM 387	Principles of Advertising Eighth Semester Principles of Public Relations Advertising Design & Production	COMM 357 COMM 357 and COMM	15
Concentration Concentration Concentration Concentration Concentration	COMM 321 COMM 357 COMM 358 COMM 387	Principles of Advertising Eighth Semester Principles of Public Relations Advertising Design & Production Strategic Communication Campaigns	COMM 357 COMM 357	15 4 4
Concentration Concentration Concentration Concentration	COMM 357 COMM 358 COMM 358 COMM 387	Principles of Advertising Eighth Semester Principles of Public Relations Advertising Design & Production	COMM 357 COMM 357 and COMM 358	15 4 4 4 4
Concentration Concentration Concentration Concentration Concentration	COMM 321 COMM 357 COMM 358 COMM 387	Principles of Advertising Eighth Semester Principles of Public Relations Advertising Design & Production Strategic Communication Campaigns	COMM 357 COMM 357 and COMM	15 4 4

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.

	General Breadth and Graduation Requirement Checklist
Area A (9 t	units): Communication in the English Language & Critical Thinking (Must earn passing grade of C-/CR or better)
☐ A1. COM	M 100 or 104, MLL 111
	- 101, 102, or 104
☐ A3. PHIL	
Are	ea B (9 units) : Scientific Inquiry & Quantitative Reasoning
🗆 B1. Physi	cal Science
☐ B2. Life S	cience
🗆 B3. Labo	ratory Activity
	titative Reasoning (Must earn passing grade of C-/CR or better.)
	nits): Arts & Humanities - Minimum of two different disciplines a designated by course prefix (e.g., ART, THEA, MUS)
C1. Arts	
C2. Hum	
	nal Lower-division Area C Course in Arts (C1) or Humanities (C2) units): Social Sciences - Minimum of two different disciplines as
□ D1.	designated by course prefix (e.g., ANTH, ECON, POSC)
□ D1. □ D2.	
	rea E (3 units) : Lifelong Learning and Self-Development
	Area F (3 units): Ethnic Studies
□ F.	, , , , , , , , , , , , , , , , , , , ,
Second Co	mposition: Requires completion of GE A2 with a C-/CR or better Must be completed before attaining junior standing.
☐ Second C	Composition
	University Writing Requirement
□ UWR	
covering	de (American Institutions Requirement) - Two courses (6 units) three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. stitution), and US-3 (California State & Local Government).
☐ Code 1.	,
☐ Code 2.	
_ COUC 2.	
	sion GE Requirements (9 units): Should be taken after completio
Upper Divi	of A1, A2, A3, and B4 with a C- (CR)
Upper Divi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning
Upper Divi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities
Upper Divi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences
Upper Divi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rec	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div)
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rec Diversity Social Ju:	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SJ)
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rec	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SJ)
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Red Diversity Social Ju: Sustainal	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S)
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Red Diversity Social Ju: Sustainal	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rec Diversity Social Ju Sustainal	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rec Diversity Social Ju: Sustainal The Strategifollows: Students mic COMM 310	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Rei Social Ju: Sustainal The Strategifollows: Students mm COMM 310 Thinking Un	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SJ) bility (S) Strategic Communication Concentration ic Communication concentration consists of 28 units as outlined a cust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Red Diversity Social Ju: Sustainal The Strategifollows: The Strategifollows: COMM 310 Thinking Un COMM 321	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration of Communication concentration or 28 units as outlined a cust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Red Diversity Social Jus Sustainal The Strategifollows: Students mic COMM 310 Thinking Und COMM 321 COMM 321 COMM 357	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Red Diversity Social Jus Sustainal The Strategifollows: Students mic COMM 310. Thinking Un COMM 357 COMM 357	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Red Diversity Social Jus Sustainal The Strategifollows: Students mic COMM 310 Thinking Un COMM 321 COMM 327 COMM 358 COMM 358	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, ar
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rei Social Jus Sustainal The Strategifollows: Students mic COMM 310 Thinking Un COMM 321 COMM 358 COMM 358 COMM 358 COMM 358 COMM 357 COMM 358	of A1, A2, A3, and B4 with a C- (CR) pper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities pper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration ic Communication concentration consists of 28 units as outlined a ust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Principles of Advertising Units: 4 - Principles of Public Relations Units: 4 - Advertising Design and Production Units: 4 - Strategic Communication Campaigns Units: 4
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Red Social Ju: Sustainal The Strategifollows: COMM 310 Thinking Un COMM 321 COMM 357 COMM 358 COMM 358 COMM 358 COMM 358 COMM 353 Students mi	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) strice (SI) bility (S) Strategic Communication Concentration to Communication concentration consists of 28 units as outlined a sust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4 - Principles of Advertising Units: 4 - Advertising Design and Production Units: 4 - Strategic Communication Compaigns Units: 4 ust choose one (1) course from the following for 4 units:
Upper Divi UD-B. Up UD-C.Up UD-C.Up UD-C.Up Doverlay Red Social Ju: Sustainal The Strategifollows: The Strategifollows: COMM 310 Thinking Un COMM 357 COMM 358 COMM 358 COMM 358 Students mi COMM 313	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration oc Communication concentration consists of 28 units as outlined a sust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4 - Principles of Advertising Units: 4 - Principles of Public Relations Units: 4 - Strategic Communication Companigns Units: 4
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Rev Social Jus Sustainal The Strategi follows: Students min COMM 321 COMM 357 COMM 358	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stice (SI) bility (S) Strategic Communication Concentration ic Communication concentration consists of 28 units as outlined a sust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4 - Principles of Advertising Units: 4 - Principles of Public Relations Units: 4 - Advertising Design and Production Units: 4 - Strategic Communication Campaigns Units: 4 ust choose one (1) course from the following for 4 units: - Journalism Theory and Practice Units: 4 - Social Media and Social Change Literacies Units: 4
Upper Divi UD-B. Up UD-C.Up UD-C.Up UD-D. Up Overlay Rev Diversity Social Jus Sustainal The Strategifollows: Students mic COMM 321 COMM 357 COMM 358 COMM 358 COMM 358 COMM 359 COMM 350 COMM 350 COMM 350 COMM 350 COMM 314 COMM 314 COMM 314 COMM 326 COMM 314 COMM 326 COMM 328	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-D. Up Overlay Rei Diversity Social Ju: Sustainal The Strategifollows: Students mic COMM 321 COMM 326 COMM 328	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-C.Up Diversity Social Ju: Soci	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Red Social Ju: Sustainal The Strategifollows: COMM 310 Thinking Un COMM 357 COMM 358 COMM 358 COMM 358 COMM 358 COMM 358 COMM 358 COMM 359 COMM 314 COMM 314 COMM 326 COMM 328 COMM 328 COMM 328 COMM 328 COMM 328 COMM 338	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stitle (SI) bility (S) Strategic Communication Concentration to Communication concentration consists of 28 units as outlined a sust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4 - Principles of Advertising Units: 4 - Principles of Public Relations Units: 4 - Strategic Communication Campaigns Units: 4 - Sucial Media and Social Change Literacies Units: 4 - Multimedia Reporting & Writing I Units: 4 - Professional Speaking in Strategic Communication Units: 4 - User Experience Research and Design Units: 4 - Internship Units: 1-4
Upper Divi UD-B. Up UD-C.Up UD-C.Up Overlay Red Social Ju: Sustainal The Strategifollows: COMM 310 Thinking Un COMM 357 COMM 358 COMM 358 COMM 358 COMM 358 COMM 358 COMM 358 COMM 359 COMM 314 COMM 314 COMM 326 COMM 328 COMM 328 COMM 328 COMM 328 COMM 328 COMM 338	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an
Upper Divi UD-B. Up UD-B. Up UD-C.Up UD-D. Up Overlay Re Social Jud Social Jud Social Jud Social Jud The Strategin follows: Students mit COMM 310 Thinking Un COMM 357 COMM 358 COMM 357 COMM 358 COMM 358 COMM 361 COMM 310 COMM 320 COMM 320 COMM 320 COMM 320 COMM 362 COMM 362 COMM 362 COMM 362 COMM 368 COMM 360 COMM 361	of A1, A2, A3, and B4 with a C- (CR) oper-division Science Inquiry and Quantitative Reasoning per-division Arts OR Humanities oper-division Social Sciences quirements (9 units): Courses may be upper or lower division, an GE or major (Div) stitle (SI) bility (S) Strategic Communication Concentration to Communication concentration consists of 28 units as outlined a sust take all of the following courses for 24 units: - Introduction to Organizational Communication & Long Term its: 4 - Research in Persuasive Communication Units: 4 - Principles of Advertising Units: 4 - Principles of Public Relations Units: 4 - Strategic Communication Campaigns Units: 4 - Sucial Media and Social Change Literacies Units: 4 - Multimedia Reporting & Writing I Units: 4 - Professional Speaking in Strategic Communication Units: 4 - User Experience Research and Design Units: 4 - Internship Units: 1-4

*Students are required to take a minimum of 40 semester units as upper division (includes 9 units upper division GE)