



**Total Units Required: 48**

**Required Lower Division Core Courses (12 units)**

- (3) COMS 2      Argumentation
- (3) COMS 8      Interpersonal Communication Skills
- (3) COMS 55     Media Communication and Society
- (3) JOUR 30     Basic News Writing (Jour 20; ENGL1A may be taken concurrently)

**Required Upper Division Core Courses (9 units)**

- (3) COMS 100A    Survey of Communication Studies
- (3) COMS 100B    Critical Analysis of Messages (COMS 2 and 4; ENGL 20; WPE passing score; COMS 100A may be taken concurrently)
- (3) COMS 100C    Introduction to Scientific Methods in Communication Research (COMS 100A may be taken concurrently)

**Concentration Requirements and research Methods (21 units)**

- (3) COMS 118     Survey of Public Relations (One college writing course in ENGL or JOUR)
- (3) COMS 123     Writing for Public Information (JOUR 30)
- (3) COMS 158     Public Relations Planning and Management (COMS 123 or JOUR 123)
- (3) COMS 170     Data Analysis in Communication Research (COMS 100C) **OR**
- (3) COMS 171     Survey Methods in Communication Research (COMS 100C)
  
- (3) COMS 187     Issue Management and Case Studies in Public Relations (COMS 158; 12 units of COMS upper division)
- (3) MKTG 101     Principles of Marketing
- (3) MKTG 125     Advertising (MKTG 101)

**Electives (6 units)**

Upper division Communication Studies courses selected in consultation with your major advisor.

People interested in this area of Communication Studies often choose courses from the following electives:

- (3) COMS 105     Small Group Communication
- (3) COMS 114     Communication and American Culture
- (3) COMS 116     Intercultural Communication
- (3) COMS 117     Multimedia Communication
- (3) COMS 119     Conflict Resolution Through Communication
- (3) COMS 136     Introduction to Publishing on the World Wide Web (GPHD 101 or COMS 121 with instructor permission)
- (3) COMS 151     Visual Communication (ENGL1A; ENGL 20; passing score on the WPE; COMS 100A)
- (3) COMS 160     Political Communication
- (3) COMS 166     Theories of Persuasion and Attitude Change
- (3) COMS 175     Creative Problem Solving
- (1-3) COMS 195    Internship in Communication Studies (COMS 100A)
- (3) COMS 197A    Journalism Laboratory (Working as staff member on the State Hornet Newspaper)

**NOTES:**

\* No more than 3 units of COMS 195 can be applied to the major requirements.

\* Students in the Public Relations concentration are encouraged to minor in the social sciences or business.