

# 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 Description

The Department of Communications offers the Bachelor of Arts in Communications. The program presents a combination of theoretical knowledge with practice and analytical skills, all oriented to the recognition and solution of communication problems as they occur in their various forms and within diverse contexts and media.

Students completing a major in Communications have the opportunity to apply what has been learned in related activity, production courses, and internships. Study will concentrate in one of three areas (Journalism, Public Relations, and Digital Media). The general emphasis of this program is upon breadth and flexibility in preparation for diverse career opportunities.

The department offers a minor in Communications. For other information about the Department of Communications, please visit [www.csub.edu/comm](http://www.csub.edu/comm) (<http://www.csub.edu/comm/>).

## Goals and Objectives

The goals of the Department of Communications are to prepare our students to acquire practical and analytical tools of communication, and to position them to be engaged citizens and equal participants in the application of their knowledge in the use of communication in various contexts and their chosen careers. To serve these goals, our curriculum stresses student-based knowledge of communications processes, innovative and practical approaches that adapt to multidisciplinary contexts, critical thinking, and sensitivity to public communication, and the importance of communication and social responsibility.

## Teaching Credential - Liberal Studies

Communications is a concentration option for Liberal Studies majors.

## Student Societies for Communications Majors Lambda Pi Eta (The Official Honor Society of the National Communication Association)

Lambda Pi Eta (LPH) is the official undergraduate National Communication Honor Society of the National Communication Association (NCA). Established in 1985, LPH has over 200 chapters and over 4000 members nationwide. NCA directs and administers LPH, which is fully accredited by the Association of College Honor Societies (ACHS). LPH represents what Aristotle described in his book, Rhetoric, as the three ingredients of persuasion: Logos (Lambda) meaning logic, Pathos (Pi) relating to emotion and Ethos (Eta) defines as character credibility and ethics. The CSUB Chapter received its charter on May 25, 1999. In accordance with the date of its founding, the CSUB official Greek name is Iota Zeta. The goals of Lambda Pi Eta are to: recognize, foster, and reward outstanding scholastic achievement; stimulate interest in the field of communication; promote and encourage professional development among communication majors; provide an opportunity to discuss and exchange ideas about the field; establish and maintain close relationships and understanding between faculty and students; and explore options for further graduate studies. In order to qualify for membership in Lambda Pi Eta, a student must have completed at least 90 units in college; 18 units of communications study; have a cumulative GPA of at least 3.0; have a communications studies GPA of at least 3.25; be in a good standing at the college or university; and display commitment to the field of communication. Once a student is inducted in Lambda Pi Eta, he or she is a member for life.

## Public Relations Student Society of America (PRSSA) - CSUB Chapter

The Public Relations Student Society of America is the preeminent public relations student organization in the world. The CSUB Chapter is chartered by the Public Relations Society of America (PRSA) Board of Directors. The mission of PRSSA is twofold:

1. to serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities; and,
2. to serve the public relations profession by helping to develop highly qualified well-relations.

## 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
<b>General Education Subtotal <sup>3</sup></b>	<b>44-47</b>
<b>Major Core Requirements</b>	
<b>Lower Division</b>	<b>3</b>
COMM 2020 Introduction to Communication Studies	3
<b>Upper Division</b>	
COMM 3000 Theories of Communication	3
COMM 3010 Mass Media Law	3
COMM 4908 Senior Seminar	3
<b>Upper Division Writing</b>	
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
<b>Major Subtotal</b>	<b>48</b>
<b>Additional Units Needed Towards Graduation</b>	<b>31-34</b>
<b>Total Units</b>	<b>123-129</b>

<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.

<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.