California State University DOMINGUEZ HILLS

First-Time Freshman 4-year Degree Roadmap

Bachelor of Arts in Communications: Public Relations/Advertising Option

The purpose of the Degree Roadmap is to serve as a guide for planning one's academic coursework required to complete a specific major semester by semester. Before enrolling, you can use the Degree Roadmap to get a feel for the courses you'll take in this major. After enrolling, refer to the University Catalog, Class Schedule and consult with your academic advisor each semester for advisement to specify which courses you will take to fulfill each graduation requirement and are progressing toward graduation in a timely manner as possible. **The Degree Roadmap is subject to change and is NOT to be considered a replacement for advisement with an academic advisor.** *See University Catalog* for information on the Graduate Writing Assessment Requirement (GWAR). ***See reverse side for General Education (GE) course requirements. **A minimum of 120 units are required for completion of degree.***

Entry Level Skills Tests

English

EPT Waiver:	**SAT I 500, ACT 22, AP 3 or EAP Exempted**	
Course Placement Total Scores:	**120-140**	**ENG 88**
	141-146	**ENG 99**
	143-146	**ENG 195: satisfies ENG 99 & ENG 110**
	147	**ENG 110**

Math

ELM Waiver:	**SAT I & II 550, ACT 23, AP 3 or EAP**	
Course Placement Total Scores:	**00-40**	**MAT 3**
	42-48	**MAT 9**
	50	**G.E. Math**

First Semester

Course		Units
COM 100	Media and Society	3
GE A1*	Freshman Composition I	3
GE C3*	Humanities - Letters Courses area	3
GE D1*	Perspectives on Individuals, Groups, & Society area	3
GE E*	The Whole Person area	3

Second Semester

Course		Units
GE A1*	Freshman Composition II	3
GE A3*	Oral Communication area	3
GE B4*	Quantitative Reasoning area	3-5
GE C2*	Humanities - Art Courses area	3

Third Semester

Course		Units
COM 250	Writing for the Media	3
GE A2*	Logic/Critical Thinking area	3
GE B1*	Physical Sciences area	3
GE D2*	Global & Historical Perspectives area	3
GE D3*	Perspectives on U.S. History	3

Fourth Semester

Course		Units
COM 302	Law of the Mass Media	3
GE B2*	Life Science area	3
GE B3*	Science Laboratory area	1
GE C1*	Humanities area	3
GE D4*	Perspectives on U.S. History and California Government	3

Fifth Semester

Course		Units
COM 110	Introduction to the Digital Media Production	3
COM 365	Introduction to Public Relations	3
Elective	Select TWO elective courses: COM 130, 206, 305, 306, 308, 333, 344, 346, 348, 352, 355, 358, 360, 381, 385, 386, 387, 396, 494, or 495	3
GE F2*	Studies in the Natural Sciences area	3
GWAR	ENG 350 or GWE	0-3

Sixth Semester

Course		Units
COM 366	Public Relations Writing	3
COM 379	Media Industries	3
Elective	Select ONE elective course: COM 130, 206, 305, 306, 308, 333, 344, 346, 348, 352, 355, 358, 360, 381, 385, 386, 387, 396, 494, or 495	3
Elective	Select ONE free elective course**	6

Seventh Semester

Course		Units
COM 342	Advertising Strategy & Copywriting	3
COM 400	Communication Theory and Research	3
Elective	Select ONE elective course: COM 130, 206, 305, 306, 308, 333, 344, 346, 348, 352, 355, 358, 360, 381, 385, 386, 387, 396, 494, or 495	3
GE F3/G*	Studies in Social Sciences area/Cultural Pluralism area	3

Eighth Semester

Course		Units
COM 467	Public Relations Management	3
COM 490	Senior Seminar	3
COM 496	Internship	3
Elective	Select THREE free elective courses**	9
GE F1*	Studies in the Humanities area	3

Total Units: 115-120**

NOTE: **Upper division elective courses cannot double count for upper division GE courses. This is a single field major. No minor is required. All communication majors must pass all required and prerequisite courses with grades "C" or better. Courses cannot fulfill both the core upper-division writing requirement and emphasis elective course.**

College of Arts and Humanities

Bachelor of Arts in Communications: Public Relations/Advertising Option

Learn More

- To learn more about the B.A. in Communications at CSUDH, call the Department of Communications at (310) 243-3313, visit SAC 1166, or visit ***CAH.CSUDH.EDU/Communications***.
- For more information on applying to CSUDH, visit ***CSUDH.EDU/FutureStudents***.
- Apply online at ***CSUMENTOR.EDU***.
- Career information, visit ***CSUDH.EDU/CareerCenter***.

Faculty

Nancy Cheever, Chair, Associate Professor
Ph.D., Fielding University

Edward J. Whetmore, Professor
Ph.D., University of Oregon

James Sudalnik, Professor
Ph.D., Southern Illinois University

Chris Russo, Assistant Professor
M.A. candidate, CSU Dominguez Hills

Sharon Sharp, Assistant Professor
Ph.D., University of California Los Angeles

Career Options

Account executive, account planner, public relations/advertising manager, marketing communications, advertising media analyst, corporate communications, public information officer, advertising copy writer, advertising designer, publications editor, product promotion and speech writer.

*General Education (GE) Requirements

A. Basic Skills:
Courses must be passed with a grade of "C" or higher.
GE A1: ENG 110, ENG 111 (both required)
GE A2: PHI 120 or PSY 110
GE A3: THE 120
GE A4: CSC 101 or LIB 150 (optional category)

B. Area of the Natural Sciences and Quantitative Reasoning:
Select one course from each category below. Category 4 courses must be passed with a grade of "C" or higher.
GE B1: CHE 102, EAR 100, GEO 200, PHY 100
GE B2: ANT 101, BIO 102
GE B3: BIO 103, EAR 101, CHE 103
GE B4: MAT 105, 131, 153, 171, 191, 193

C. Area of the Humanities:
Select one course from each category below.
In categories 2 and 3, select courses from different departments.
GE C1: HUM 200
GE C2: ART 100, ART 101, CHS 125, COM 130, DAN 130, MUS 101, MUS 110, THE 100, THE 160
GE C3: AFS 200, AFS 231, APP 101, CHS 100, CHS 205, ENG 230, FRE 220, HUM 212, PHI 101, PHI 102, SPA 151, SPA 221

D. Area of the Social Sciences:
Select one course from each category below.
In categories 1 and 2, select courses from different departments.
GE D1: AFS 212, AFS 220, ANT 100, APP 212, CHS 212, PSY 101, SOC 101, SOC 102, WMS 250
GE D2: AFS 201, ANT 102, CHS 200, GEO 100, HIS 120, HIS 121, POL 100
GE D3: HIS 101
GE D4: POL 101

E. Objectives for Lifelong Learning and Self-Development:
Select one course from the following.
GE E: HEA 100, HSC 201, KIN 235, REC 100, UNV 101

F. Upper Division Integrative Studies:
Select one course from each category. Courses in this category are to be taken after 60 semester units and ALL lower division General Education courses have been completed.
GE F1: HUM 310, 312, 314
GE F2: SMT 310, 312, 314, 416
GE F3: SBS 318[1]

G. Cultural Pluralism Requirement:
Within their General Education selections or within other requirements, all students must take one course which addresses cultural pluralism (i.e. the impact of the integration of cultures).
GE G: ANT 312, 336, 337, 338, 339, 340, 342, 389, CHS 300, HIS 305, MUS 401, PHI 383, SBS 318, SOC 322, SOC 331, SOC 383

1 SBS 318 satisfies both F3 and G areas. Students will receive only three units credit, but will have met both requirements.

Last modified on September 30, 2011