

B.A. in Communication Studies

Program Description

The Bachelor of Arts in Communication Studies explores human communication and its influence on our personal, professional, social and cultural lives. The curriculum develops skills and dispositions needed to succeed in a variety of professional contexts and to become leaders in democratic society.

Students work closely with faculty advisers to develop a tailored experience that aligns with their personal interests, talents and career goals. They are able to design their own specific areas of emphasis through project-based, experiential learning. These areas could include: media studies/film; applied fields (e.g., public relations, consulting, branding, media writing); advocacy/political communication; art history and visual culture; communication ethics; rhetoric (e.g., pre-law); and academic preparation for graduate school.

Delivery Mode

Traditional (on campus)

Curriculum

Course	Credits
General Education Courses	40 or 41
<i>Building a Sense of Community</i> UNI 100 First-Year Seminar OR UNI 101 Introduction to University Studies OR HON 100 Honors and University Orientation	1
<i>Composition</i> ENG 101 English Composition I OR HON 150 Honors Composition I	3
<i>Public Speaking</i> CDC 101 Public Speaking	3
<i>Mathematics and Quantitative Literacy</i> Any Mathematics or Quantitative Literacy Course	3
<i>Health and Wellness</i> Any Health and Wellness Course	3
<i>Technological Literacy</i> Any Technological Literacy Course	3
<i>Humanities</i> Any Humanities Course	3
<i>Fine Arts</i> Any Fine Arts Course	3
<i>Natural Sciences</i> Any Natural Sciences Course	3 or 4
<i>Social Sciences</i> Any Social Sciences Course	3

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Course	Credits
<i>Ethics and Multicultural Awareness</i> PHI 220 Ethics	3
<p><i>General Education Options</i> Select one of the following courses related to reasoning:</p> <ul style="list-style-type: none"> • CDC 201 Argumentation and Advocacy • PHI 115 Logic and Language • PHI 311 Formal Logic I <p>Select one of the following courses related to aesthetic appreciation:</p> <ul style="list-style-type: none"> • CCDC 252 The Art of Film • PHI 335 Aesthetic Theory • ART 270 Art History Today <p>Select one of the following courses related to written expression:</p> <ul style="list-style-type: none"> • ENG 102 English Composition II • ENG 211 Business and Professional Writing • ENG 217 Sci and Tech Writing • HON 250 Honors Comp II 	9
Core Major Courses	30
CDC 100 Communication Perspectives	3
CDC 120 Visual Communication I	3
CDC 150 Imagine, Design, Create	3
CDC 151 Producing Media Messages I	3
CDC 200 Truth and Representation	3
CDC 220 Visual Culture	3
CDC 230 Strategic Professional Communication	3
CDC 304 Communication Research OR PHI 335 Aesthetic Theory	3
CDC 490 Theorizing Human Communication OR ART 422 After Modernism	3
CDC 498 Senior Project in Communication, Design and Culture OR CDC 499 Career Design Strategies	3
Advanced-Standing Courses (select four courses)	12
<i>Conversations/Seminars</i>	3 or 6

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Course	Credits
Select at least one course from the following: <ul style="list-style-type: none"> • CDC 310 Seminar in CDC • CDC 350 Image, Sound, Text • CDC 431 PR Cases and Problems • CDC 461 Communication and Social Meaning • CDC 465 Media Ethics • CDC 490 Theorizing Human Communication 	
<i>Experiential Learning</i> Select at least one course from the following: <ul style="list-style-type: none"> • CDC 301 Advanced Performance • CDC 311 Special Experience Lab in CDC • CDC 331 Public Relations Applications • CDC 351 Media Production II • CDC 430 PR and Integrated Communication Practicum • CDC 432 Public Relations Campaign Management • CDC 451 Producing Media Messages III • CDC 455 Media Writing III • CDC 497 Internship in CDC 	3 or 6
<i>Area Studies</i> Select at least one course from the following: <ul style="list-style-type: none"> • ART 422 After Modernism • CDC 210 Special Topics in CDC • CDC 302 Persuasion • CDC 303 Organizational Communications • CDC 304 Communication Research • CDC 305 Sports Com and Media Relations • CDC 312 Area Studies in CDC • CDC 330 Intro to Public Relations • CDC 355 Media Writing I • CDC 356 Media Writing II • CDC 357 Media Management • CDC 370 Challenges in Communicating Science • CDC 431 PR Cases and Problems • CDC 450 Media, Society, Culture • CDC 460 Phil of Art, His, Theory and Criticism • CDC 498 Senior Project in CDC • CDC 499 Career Design Strategies • PHI 335 Aesthetic Theory 	3 or 6

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Course	Credits
Free Electives	38
This category includes courses of interest to students, courses toward a minor and internships.	38
Total	120

Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** CDC 498 Senior Project in CDC OR CDC 499 Career Design Strategies
- **Writing-Intensive Component Courses (2 courses required):** (1) Select from: CDC 304 OR PHI 335 AND (2) Select from: CDC 490 OR ART 422
- **Laboratory Course (1 course required):** Any Lab Course

Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/communication-studies/index.aspx>