

Communication, B.A.

Communication, B.A. Program (120 units)

Program Description

The Communication Department features the integration of theories and criticism with the essential skills for media production, professional engagement, and meaningful research. Graduates will be able to make a positive, professional, and important contribution in communication theory and research, Strategic Communication, Multimedia Journalism, and Communication and Media Studies. Students will study, research and analyze the perspectives that will lead to their becoming inclusive, ethical, and effective leaders and participants in global and local communities. They will acquire skills in critical analysis, speaking, writing, and visual presentations across all media. They will learn about the changing world of today's and future media as well as the long history of the relationship between communication, self, and society and they will be prepared for a broad array of careers or graduate studies. All undergraduates must complete 32 units in 8 core courses in communication and elect one of three concentrations: Multimedia Journalism emphasizing digital journalism for social justice that converges print, audio, visual, and video; Strategic Communication that converges the study of Advertising, Public Relations and Organizational Communication; and Communication and Media Studies that is designed to give students maximum flexibility in the 21st century job market while providing ample depth for those wishing to pursue graduate study.

Career Opportunities

Our degree in communication will help to provide both hard and soft skills for placement in the following broad areas: Journalism, Media, Social Media, Video Production, Research, Public Relations, Advertising, Entertainment, and Digital Analytics to name a few.

Google, Facebook, Twitter, GoPro, Pandora, Apple, YouTube, DropBox, Pixar, LucasFilms, Adobe, Oracle, Uber, Lyft are some of the companies that call the Bay Area home. We are actively involved in helping our students land internship and entry level job opportunities at these companies. The Bay Area is also home to a number of television and radio stations, sports networks and sports teams, which provide fertile ground for our aspiring students.

Program Learning Outcomes

Students graduating with a B.A. in Communication from Cal State East Bay will be able to

1. explain and illustrate a thorough knowledge and application of communication theories.
2. demonstrate a comprehension and application of communication research methods.

3. explain, analyze and execute various applications of media creation.
4. analyze and discuss diverse communication perspectives toward communities and peoples.
5. express, evaluate and discuss a perception realizing the significance of sustainability concepts in communication.

Degree Requirements Unit-Outline

- A baccalaureate of arts degree requires a total of 120 units:
 - The major requirements consist of 60-62 units
 - General Education & Graduation Requirements consists of 57 units;
 - Free Electives may consist of 0 units (actual number of free elective units may depend on GE/GR units).

Note: It may be possible to double-count units within the graduation requirements or that a course may satisfy both a graduation requirement and a major requirement. Students should contact their program and AACE advisors for information.

Communication Major Requirements (60-62 units)

Core Coursework

The Communication core coursework consists of 32 units as outlined:

- All students must take one (1) from the following two courses for 4 units:
- [COMM 202 - Communication, Media and Culture](#) Units: 4
- **OR** [COMM 206 - New Media in the Digital Age](#) Units: 4

All students must also take all of the following seven (7) courses for 28 units:

- [COMM 203 - Communication Theories](#) Units: 4
- [COMM 224 - Argumentation and Advocacy](#) Units: 4
- [COMM 240 - Visual Communication and Culture](#) Units: 4
- [COMM 256 - Persuasion Theory and Practice](#) Units: 4
- [COMM 304 - Quantitative Communication Research Methods](#) Units: 4
- [COMM 305 - Qualitative Communication Research Methods](#) Units: 4
- [COMM 433 - Discourses of Difference](#) Units: 4

Concentrations

Students must choose one (1) from the following concentrations to complete the major:

- [Communication, B.A.: Communication and Media Studies Concentration](#)
- [Communication, B.A.: Multimedia Journalism Concentration](#)
- [Communication, B.A.: Strategic Communication Concentration](#)

Communication and Media Studies Concentration

The Communication and Media Studies concentration consists of 28 units outlined as follows:

- Students must take the following five (5) courses for 20 units:
- [COMM 300 - History and Criticism of Communication](#) Units: 4
- [COMM 320 - Persuasion in Media](#) Units: 4
- [COMM 330 - Critical/Cultural Studies](#) Units: 4
- [COMM 425 - Digital Cultures](#) Units: 4
- [COMM 461 - Popular Culture](#) Units: 4
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Students must also take two (2) of the following electives for 8 units:

- [COMM 323 - Communication of Difference](#) Units: 4
- [COMM 326 - Social Media and Social Change Literacies](#) Units: 4
- [COMM 400 - Film, Communication and Culture](#) Units: 4
- [COMM 416 - Communication, Technology, and Social Change](#) Units: 4
- [COMM 417 - Game Studies](#) Units: 4
- [COMM 418 - Organizational Change, Creativity, and Innovation](#) Units: 4
- [COMM 420 - Organizational Transformation](#) Units: 4
- [COMM 488 - Conflict Management](#) Units: 4
- [COMM 497 - Issues in Communication](#) Units: 4

Multimedia Journalism Concentration

The Multimedia Journalism concentration consists of 30 units as outline as follows:

- Students must take all of the following courses for 24 units:

- [COMM 312 - Journalism History and Social Justice](#) *Units: 4*
- [COMM 314 - Journalism Theory and Practice](#) *Units: 4*
- [COMM 318 - Journalism Law and Ethics](#) *Units: 4*
- [COMM 328 - Multimedia Reporting & Writing I](#) *Units: 4*
- [COMM 333 - Photojournalism](#) *Units: 2*
- [COMM 335 - Visual and Multimedia Storytelling I](#) *Units: 2*
- [COMM 435 - Visual and Multimedia Storytelling II](#) *Units: 2*
- [COMM 495 - Journalism Practicum](#) *Units: 2*
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Plus, students must also choose one (1) from the following two courses for 4 units:

- [COMM 316 - Media and Government](#) *Units: 4*
- **OR** [COMM 428 - Multimedia Reporting and Writing II](#) *Units: 4*
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All Multimedia Journalism concentration students must take the following Capstone Project for 2 units to complete the major:

- [COMM 493 - Capstone: Social Justice Project](#) *Units: 2*

Strategic Communication Concentration

The Strategic Communication concentration consists of 28 units as outlined as follows:

- Students must take all of the following courses for 24 units:
- [COMM 310 - Introduction to Organizational Communication & Long Term Thinking](#) *Units: 4*
- [COMM 321 - Research in Persuasive Communication](#) *Units: 4*
- [COMM 357 - Principles of Advertising](#) *Units: 4*
- [COMM 358 - Principles of Public Relations](#) *Units: 4*
- [COMM 387 - Advertising Design and Production](#) *Units: 4*
- [COMM 453 - Strategic Communication Campaigns](#) *Units: 4*
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Students must choose one (1) course from the following for 4 units:

- [COMM 314 - Journalism Theory and Practice](#) *Units: 4*
- [COMM 326 - Social Media and Social Change Literacies](#) *Units: 4*
- [COMM 328 - Multimedia Reporting & Writing I](#) *Units: 4*
- [COMM 361 - Professional Speaking in Strategic Communication](#) *Units: 4*
- [COMM 362 - User Experience Research and Design](#) *Units: 4*
- [COMM 388 - Public Relations Practice](#) *Units: 4*

- [COMM 398 - Internship](#) *Units: 1-4*
- [COMM 410 - Organizing Cultures of Innovation and Empathy](#) *Units: 4*
- [COMM 420 - Organizational Transformation](#) *Units: 4*
- [COMM 471 - Strategic Communication and Difference](#) *Units: 4*

Other Undergraduate Degree Requirements

In addition to major requirements, every student must also complete the University's baccalaureate requirements for graduation, which are described in the [Requirements, Exams & Testing](#) chapter of the Catalog.