# Program Proposal

## Form B

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<tr>
<th>Academic Group (College):</th>
<th>Date of Submission to College Dean:</th>
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<tr>
<td>Arts &amp; Letters</td>
<td>March 7, 2007</td>
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<tr>
<td>Communication Studies</td>
<td></td>
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<tr>
<td>Department Chair:</td>
<td>Contact if not Department Chair:</td>
</tr>
<tr>
<td>Nick Burnett</td>
<td>David Martin</td>
</tr>
<tr>
<td>Title of the Program:</td>
<td>Communication Studies</td>
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</tbody>
</table>

### Type of Program Proposal:

- [X] Modification in Existing Program:
  - [X] Substantive Change
  - [ ] Non-Substantive Change
  - [ ] Deletion of Existing Program

- [ ] New Programs:
  - [ ] Initiation (Projection) of New Program on to Master Plan
  - [ ] New Degree Programs
    - [ ] Regular Process
    - [ ] Fast Track Process
    - [ ] Pilot Process
  - [ ] New Minor, Concentration, Option, Specialization, Emphasis
  - [ ] New Certificate Program

### PLEASE NOTE:

Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at [http://www.csus.edu/acaf/univmanual/index.htm](http://www.csus.edu/acaf/univmanual/index.htm)

### Briefly describe the program proposal (new or change) and provide a justification.

This course adds COMS 164 Visual Communication as an alternative research methods course in several of our options and concentrations. This course does focus on research methodology and would relieve enrollment pressure on the other qualitative research methods courses.

### Approvals:

- **Department Chair:** [Signature] **Date:** 3/9/07
- **College Dean:** [Signature] **Date:** 4/23/07
- **University Committee:** [Signature] **Date:**
- **Associate Vice President and Dean for Academic Affairs:** [Signature] **Date:**
OLD PROGRAM

PROGRAM DESCRIPTION

Communication Studies is a broad-based discipline concerned with the exchange of messages in interpersonal and mediated situations and with the impact of such exchanges on society. Courses focus on understanding the communication process and developing skills to communicate effectively. The Department offers a wide range of courses in interpersonal, group, and organizational communication, rhetorical theory and criticism, public relations, media communication, research methodologies, and digital media (video or multimedia).

Concentrations

BA - General Communication: for students who focus on criticism and public communication; interpersonal and small group communication; or intercultural and international communication.

BA - Organizational Communication: for students who specialize in communication in an organizational setting, including understanding how to observe, analyze, enhance and propose changes in communication practices.

BA - Public Relations: for students who wish to prepare for a professional career in public relations.

BA - Mass Communication: for students who study mass communication.

BA - Digital Media: for students who wish to prepare for a professional career in digital video or new media.

Special Features

- Communication Studies faculty possess professional expertise and academic excellence. Faculty maintain a high level of scholarly publication, creative activity, consulting, and outstanding teaching.
- The Sacramento State Debate Program is highly ranked nationwide with opportunities for both experienced and beginning debaters.
- The Department's Internship Program serves over 100 students each semester with internships in government agencies, private industry, TV stations, and public service organizations.
- The Department sponsors Epsilon Phi, a chapter of the national communication studies honors society Lambda Pi Eta. Students eligible for membership participate in a variety of activities including an honors seminar and a student mentoring program.
- The Department also sponsors SPRSA, our student chapter of the Public Relations Society of America.

NEW PROGRAM

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OLD PROGRAM

UNDERGRADUATE PROGRAMS

Units required for Major: 39-48
Minimum total units required for the BA: 120
Courses in parentheses are prerequisites.

General Requirements

- All Communication Studies majors except those in Media Communication and Digital Media are required to complete at least one three-unit public speaking course such as COMS 004, COMS 104, or transfer equivalent. Public speaking courses taken to fulfill the GE oral communication requirement also fulfill this Department requirement.

- Majors must complete each core course and each option core course with a grade of "C-" or better.

- Not more than 6 units of debate, internship and/or individual study (COMS 110, COMS 111, COMS 194, COMS 195, COMS 199) can be applied to the major requirements.

- Majors are urged to take COMS 002, Argumentation (or transfer equivalent) to fulfill their critical thinking requirement.

- Communication Studies courses may only be repeated once for a grade change. Students who fail to achieve at least a "C-" in two attempts in a core course will be disqualified in majoring in Communication Studies.

- One project or paper from each capstone course will be reviewed by selected faculty for the purpose of departmental assessment.

Pre-Major Requirements

Prior to acceptance as a Communication Studies major, students must complete a pre-major consisting of all required lower division courses plus the upper division survey course (COMS 100A). Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a Sacramento State grade point average of 2.3 or better may request early admission to the major.

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REQUIREMENTS - BACHELOR OF ARTS DEGREE - CONCENTRATION IN GENERAL COMMUNICATION

Units Required: 39

This concentration is designed to:

- improve student awareness, understanding and practice of communication in professional and social interactions;
- enhance the traditional citizenship role in the democratic process; and
- train students in communication skills in preparation for professions within the public or private sectors of the economy.

A. Required Lower Division Core Courses (9 units)

(3) COMS 002 Argumentation
(3) COMS 008 Interpersonal Communication Skills
(3) COMS 055 Media Communication and Society

B. Required Upper Division Core Courses (9 units)

(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; ENGL 020; passing score on the WPE; COMS 100A; may be taken concurrently)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

Additional Requirements for Options

Four approved options currently comprise the General Communication Concentration: Criticism and Public Communication, Interpersonal and Small Group Communication, Intercultural and International Communication, and Self-Designed Study Option. Students choosing this concentration must either complete the requirements as listed below or work with a faculty advisor to create a Self-Designed Study Option as described below.
OLD PROGRAM

Select one of the following options:

Criticism and Public Communication (21 units)

A. Option Core Requirements and Research Methods (9 units)

(3) COMS 167 Systems and Theories of Rhetoric (COMS 100B with a grade of "C-" or better)

(6) Select two of the following:

- COMS 166 Theories of Persuasion and Attitude Change
- COMS 168 Approaches to Rhetorical Criticism (COMS 100B with a grade of "C-" or better)
- COMS 169 Television Criticism (COMS 100B with a grade of C- or better)

B. Electives (12 units)

(12) Upper division Communication Studies courses selected in consultation with major advisor.

NEW PROGRAM

Select one of the following options:

Criticism and Public Communication (21 units)

A. Option Core Requirements and Research Methods (9 units)

(3) COMS 167 Systems and Theories of Rhetoric (COMS 100B with a grade of "C-" or better)

(6) Select two of the following:

- COMS 164 Visual Communication (COMS 100B with a grade of "C-" or better)
- COMS 166 Theories of Persuasion and Attitude Change
- COMS 168 Approaches to Rhetorical Criticism (COMS 100B with a grade of "C-" or better)
- COMS 169 Television Criticism (COMS 100B with a grade of C- or better)

B. Electives (12 units)

(12) Upper division Communication Studies courses selected in consultation with major advisor.

Interpersonal and Small Group (21 units)

A. Option Core Requirements (9 units)

(3) COMS 105 Communication in Small Groups

(3) COMS 143 Theories of Interpersonal Communication (COMS 008 or equivalent; and COMS 100A which may be taken concurrently) OR

COMS 163 Communication, Self and Society (COMS 008 or equivalent; and COMS 100A which may be taken concurrently)

(3) COMS 181 Senior Seminar in Small Group Communication (COMS 105; completion of 12 units of upper division COMS courses including COMS 100A) OR

(3) COMS 182 Senior Seminar in Interpersonal Communication (COMS 008, completion of 12 units of upper division COMS courses including COMS 100A.)

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OLD PROGRAM

B. Research Methods (3 units)

(3) Select one of the following:

COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of "C-" or better)

COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

C. Electives (9 units)

(9) Upper division Communication Studies courses selected in consultation with major advisor.

Intercultural and International Communication (21 units)

A. Option Core Requirements (9 units)

(3) COMS 116 Intercultural Communication

(3) COMS 174 International Communication (COMS 100A)

(3) COMS 188 Senior Seminar in Intercultural Communication (COMS 116, completion of 12 upper division COMS courses including COMS 100A.)

NEW PROGRAM

B. Research Methods (3 units)

(3) Select one of the following:

COMS 164 Visual Communication (COMS 100B with a grade of "C-" or better)

COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of "C-" or better)

COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

C. Electives (9 units)

(9) Upper division Communication Studies courses selected in consultation with major advisor.

Intercultural and International Communication (21 units)

A. Option Core Requirements (9 units)

(3) COMS 116 Intercultural Communication

(3) COMS 174 International Communication (COMS 100A)

(3) COMS 188 Senior Seminar in Intercultural Communication (COMS 116, completion of 12 upper division COMS courses including COMS 100A.)
B. Research Methods (3 units)

(3) Select one of the following:

- **COMS 168** Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
- **COMS 169** Television Criticism (COMS 100B with a grade of "C-" or better)
- **COMS 170** Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
- **COMS 171** Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
- **COMS 172** Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

C. Electives (9 units)

(3) Upper division Communication Studies courses selected in consultation with major advisor.

Self-Designed Study Option (21 units)

This advising sequence is intended to provide a broad background in Communication Studies and the opportunity to select electives that meet individual needs and interests. The Self-Designed Study Option may not be selected until completion of COMS 100A with a grade of "C-" or better, and must represent a pattern of courses substantially different from established department advising sequences and concentrations. This sequence requires the completion of all General Communication core courses, plus 21 upper division units in Communication Studies. You may select the Self-Designed Study Option following completion of COMS 100A, even if you have already commenced a different Department advising sequence or concentration. As many as 9 units of upper division department electives completed before selecting the Self-Designed Option may be used towards completion of the sequence, but you must commence at least 12 units of upper division Department electives following adoption of an approved plan.

The Self-Designed Option requires that a plan for the major be filed with the Department office. The plan must be developed in consultation with your advisor, and must be signed by your advisor, you, and the Department Chairperson or designee. The plan lists all courses to be taken beyond the department core, and 3-9 units of alternative choices. As many as 6 units of the plan may be designated as "general elective"—courses to be chosen spontaneously as you see fit at a later time. The plan also includes a 100-200 word rationale stating tentative objectives and indicating the overall logic of the course pattern selected. Any subsequent alteration of the major plan must be approved by your advisor and the Department Chair or designee.
OLD PROGRAM

REQUIREMENTS - BACHELOR OF ARTS
DEGREE - CONCENTRATION IN
ORGANIZATIONAL COMMUNICATION

Units required: 39

This concentration is designed to:

- prepare students to observe, analyze, and participate in the communication practices of organizations;
- train students in universally applicable communication skills for current and future careers in business, government, and public service;
- prepare students to improve the awareness, understanding, and practice of communication both within organizations and between organizations and their publics, and prepare students to compose, develop, and analyze messages.

A. Required Lower Division Core Courses (9 units)

COMS 002 Argumentation
COMS 008 Interpersonal Communication Skills
COMS 055 Media Communication and Society

B. Required Upper Division Core Courses (9 units)

(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, which may be taken concurrently; ENGL 020; passing score on the WPE)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

NEW PROGRAM

REQUIREMENTS - BACHELOR OF ARTS
DEGREE - CONCENTRATION IN
ORGANIZATIONAL COMMUNICATION

Units required: 41

This concentration is designed to:

- prepare students to observe, analyze, and participate in the communication practices of organizations;
- train students in universally applicable communication skills for current and future careers in business, government, and public service;
- prepare students to improve the awareness, understanding, and practice of communication both within organizations and between organizations and their publics, and prepare students to compose, develop, and analyze messages.

A. Required Lower Division Core Courses (9 units)

(3) COMS 002 Argumentation
(3) COMS 008 Interpersonal Communication Skills
(3) COMS 055 Media Communication and Society

B. Required Upper Division Core Courses (9 units)

(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, which may be taken concurrently; ENGL 020; passing score on the WPE)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)
C. Concentration Requirements (9 units)

1. Option Core Requirements (6 units)

(3) **COMS 145** Organizational Communication (COMS 100A with a grade of "C-" or better)

(3) Select one of the following:

**COMS 180** Senior Seminar in Organizational Communication (COMS 145; completion of 12 units of upper division COMS courses including COMS 100A)

**COMS 181** Senior Seminar in Small Group Communication (COMS 105; completion of 12 units of upper division COMS courses including COMS 100A)

**COMS 189** Practicum in Communication Training (COMS 145, COMS 154, or instructor permission)

(3) Select one of the following:

- **COMS 168** Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
- **COMS 169** Television Criticism (COMS 100B with a grade of C- or better)
- **COMS 170** Data Analysis in Communication Research (COMS 100C with a grade of "C-" or better)
- **COMS 171** Survey Methods in Communication Research (COMS 100C with a grade of "C-" or better)
- **COMS 172** Content Analysis (COMS 100C with a grade of "C-" or better)

D. Electives (12 units)

(12) Upper division Communications Studies courses selected in consultation with major advisor.
OLD PROGRAM

REQUIREMENTS - BACHELOR OF ARTS DEGREE - CONCENTRATION IN PUBLIC RELATIONS

Units required: 48

This concentration, developed from the Commission on Public Relations Education recommendations, is designed to:

- prepare students to assume professional entry level roles in the practice of public relations;
- help students understand the integration of public relations and marketing;
- prepare students to compose, develop and analyze print and broadcast messages;
- help students to develop demonstrable competencies in writing, analyzing, problem-solving and critical thinking;
- provide opportunities for testing public relations theory and practice, not only in the classroom, but in the field as well; and
- develop relationships with local public relations professionals as well as with community organizations.

A. Required Lower Division Core Courses (12 units)

(3) COMS 002 Argumentation
(3) COMS 008 Interpersonal Communication Skills
(3) COMS 055 Media Communication and Society
(3) JOUR 030 Basic News Writing (ENGL 001A or equivalent, may be taken concurrently; keyboarding proficiency required)

B. Required Upper Division Core Courses (9 units)

(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 020; passing score on the WPE)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

NEW Program

REQUIREMENTS - BACHELOR OF ARTS DEGREE - CONCENTRATION IN PUBLIC RELATIONS

Units required: 46-47

This concentration, developed from the Commission on Public Relations Education recommendations, is designed to:

- prepare students to assume professional entry level roles in the practice of public relations;
- help students understand the integration of public relations and marketing;
- prepare students to compose, develop and analyze print and broadcast messages;
- help students to develop demonstrable competencies in writing, analyzing, problem-solving and critical thinking;
- provide opportunities for testing public relations theory and practice, not only in the classroom, but in the field as well; and
- develop relationships with local public relations professionals as well as with community organizations.

A. Required Lower Division Core Courses (12 units)

(3) COMS 002 Argumentation
(3) COMS 008 Interpersonal Communication Skills
(3) COMS 055 Media Communication and Society
(3) JOUR 030 Basic News Writing (ENGL 001A or equivalent, may be taken concurrently; keyboarding proficiency required)

B. Required Upper Division Core Courses (9 units)

(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 020; passing score on the WPE)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)
C. Concentration Requirements (21 units)

(3) COMS 118 Survey of Public Relations (At least one college writing course in ENGL or JOUR with a grade of "C-" or better.)
(3) COMS 123 Writing For Public Information (JOUR 030 with a grade of "C-" or better, passing score on the WPE)
(3) COMS 158 Public Relations Planning and Management (COMS 118, COMS 123 or JOUR 123 with a grade of "C-" or better)
(3) COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission) OR
COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
(3) COMS 187 Issue Management and Case Studies in Public Relations (COMS 118; completion of 12 units of upper division COMS courses)
(3) MKTG 101 Principles of Marketing
(3) MKTG 125 Advertising (MKTG 101)

D. Electives (6 units)
(6) Six units of upper division Communication Studies courses selected in consultation with major advisor.

Notes:

- Students in the Public Relations Concentration would be encouraged to minor in the social sciences or business.
- Not more than 3 units of Internship (COMS 195) can be applied to the Public Relations Concentration.

C. Concentration Requirements (21 units)

(3) COMS 118 Survey of Public Relations (At least one college writing course in ENGL or JOUR with a grade of "C-" or better.)
(3) COMS 123 Writing For Public Information (JOUR 030 with a grade of "C-" or better, passing score on the WPE)
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OLD PROGRAM

REQUIREMENTS - BACHELOR OF ARTS DEGREE - CONCENTRATION IN MASS COMMUNICATION

Units required: 39

This concentration is designed to:

- prepare students for media communication leadership roles with knowledge of the major theories and systems of media communication;
- help students develop an awareness of the social responsibilities of the media;
- provide an understanding of the legal and regulatory environment of media communication industries;
- help students develop competence in media communication research; and
- provide a framework for critical analysis of media systems and media content.

A. Required Lower Division Core Courses (9 units)

(3) COMS 002  Argumentation

(3) COMS 005  Communication Experience

(3) COMS 055  Media Communication and Society

B. Required Upper Division Core Courses (18 units)

(3) COMS 100A  Survey of Communication Studies

(3) COMS 100B  Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 020; passing score on the WPE)

NEW PROGRAM

REQUIREMENTS - BACHELOR OF ARTS DEGREE - CONCENTRATION IN MASS COMMUNICATION

Units required: 39

This concentration is designed to:

- prepare students for media communication leadership roles with knowledge of the major theories and systems of media communication;
- help students develop an awareness of the social responsibilities of the media;
- provide an understanding of the legal and regulatory environment of media communication industries;
- help students develop competence in media communication research; and
- provide a framework for critical analysis of media systems and media content.

A. Required Lower Division Core Courses (9 units)

(3) COMS 002  Argumentation

(3) COMS 005  Communication Experience

(3) COMS 055  Media Communication and Society

B. Required Upper Division Core Courses (18 units)

(3) COMS 100A  Survey of Communication Studies

(3) COMS 100B  Critical Analysis of Messages (COMS 002 and COMS 004 or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 020; passing score on the WPE)
OLD PROGRAM

(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

(3) COMS 120 History of the Media (COMS 055 or JOUR 055 or equivalent; may be taken concurrently)

(3) COMS 150 Mass Communication Theories and Effects (COMS 055 or JOUR 055 or equivalent; may be taken concurrently.)

(3) COMS 183 Senior Seminar in Media Issues (COMS 055 or JOUR 055; and COMS 100, COMS 100A, or COMS 101 with a grade of C- or better; and completion of 12 units of upper division COMS courses)

B. Research Methods (3 units)

(3) Select one of the following:

- COMS 168 Approaches to Rhetorical Criticism (COMS 100 or equivalent with a grade of C- or better)
- COMS 169 Television Criticism (COMS 100 with a grade of C- or better)
- COMS 170 Data Analysis in Communication Research (COMS 101 or equivalent with a grade of C- or better)
- COMS 171 Survey Methods in Communication Research (COMS 101 or equivalent with a grade of "C-" or better)
- COMS 172 Content Analysis (COMS 101 with a grade of "C-" or better)

C. Electives (9 units)

(9) Upper division Communication Studies courses selected in consultation with major advisor.

NEW PROGRAM

(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

(3) COMS 120 History of the Media (COMS 055 or JOUR 055 or equivalent; may be taken concurrently)

(3) COMS 150 Mass Communication Theories and Effects (COMS 055 or JOUR 055 or equivalent; may be taken concurrently.)

(3) COMS 183 Senior Seminar in Media Issues (COMS 055 or JOUR 055; and COMS 100, COMS 100A, or COMS 101 with a grade of C- or better; and completion of 12 units of upper division COMS courses)

B. Research Methods (3 units)

(3) Select one of the following:

- COMS 164 Visual Communication (COMS 100B with a grade of "C-" or better)
- COMS 168 Approaches to Rhetorical Criticism (COMS 100 or equivalent with a grade of C- or better)
- COMS 169 Television Criticism (COMS 100 with a grade of C- or better)
- COMS 170 Data Analysis in Communication Research (COMS 101 or equivalent with a grade of C- or better)
- COMS 171 Survey Methods in Communication Research (COMS 101 or equivalent with a grade of "C-" or better)
- COMS 172 Content Analysis (COMS 101 with a grade of "C-" or better)

C. Electives (9 units)

(9) Upper division Communication Studies courses selected in consultation with major advisor.