BA IN COMMUNICATION STUDIES (PUBLIC RELATIONS)

SACRAMENTO STATE
Redefine the Possible

In Workflow

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Approval Path

1. Fri, 23 Apr 2021 22:15:36 GMT
   Jacqueline Irwin (irwin): Approved for COMS Committee Chair
2. Fri, 23 Apr 2021 23:06:06 GMT
   Gerri Smith (smithg): Approved for COMS Chair
3. Wed, 05 May 2021 18:19:59 GMT
   Robin Fisher (rfisher): Approved for ALS College Committee Chair
4. Thu, 06 May 2021 18:12:13 GMT
   Melinda Wilson Ramey (mwilson): Approved for ALS Dean

History

1. May 3, 2018 by clmig-jwehrheim
2. Oct 2, 2018 by 212408496
3. Apr 28, 2020 by Celena Showers (celena.showers)
4. Apr 20, 2021 by Celena Showers (celena.showers)

Program Discontinuation Proposal

Date Submitted: Fri, 23 Apr 2021 22:12:29 GMT

Viewing: BA in Communication Studies (Public Relations)

Last approved: Tue, 20 Apr 2021 19:41:21 GMT

Last edit: Fri, 23 Apr 2021 22:12:28 GMT

Changes proposed by: Andrew Stoner (218651317)

2022-2023 Catalog

With the approval of the BA in Public Relations, this concentration is no longer needed. The concentration carried the same requirements as the new BA in Public Relations does.

None.

The Department of Communication Studies Chair and the department-level Curriculum Committee are familiar with and supportive of this discontinuation.

Students currently enrolled would be allowed to complete the concentration, though it is likely most will want the B.A. in Public Relations. Since the course completion or program requirements are identical between the concentration and the major, no schedule adjusting would be needed. Further, no student would be adversely impacted on their calendar to completing the baccalaureate degree.

None.

Academic Group: (College)
Arts & Letters

Academic Organization: (Department)
Communication Studies

Catalog Year Effective:
2022-2023 Catalog

Type of Program Proposal:
Major

Title of the Program:
BA in Communication Studies (Public Relations)

Catalog Description:
Units required for Major: 48
Total units required for BA: 120

Program Description

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.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

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.

General Requirements
- All Communication Studies majors except those in Mass Communication and Digital Media are required to complete at least one three-unit public speaking course such as COMS 4, 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 (see the following) can be applied to the major requirements.

Code	Title	Units
COMS 110	Advanced Debate Workshop	1
COMS 111	Debate Research Practicum	3
COMS 194	Communication Studies - Related Work Experience	3 - 6
COMS 195	Internship in Communication Studies	1 - 6
COMS 199	Special Problems	1 - 3

- Majors are urged to take COMS 2, 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.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Lower Division Core Courses (12 Units)		
COMS 2	Argumentation [1]	3
COMS 8	Interpersonal Communication Skills	3
COMS/JOUR 55	Media Communication and Society	3
JOUR 30	News Writing	3
Required Upper Division Core Courses (9 Units)		
COMS 100A	Survey of Communication Studies	3
COMS 100B	Rhetoric and Social Influence ✏ [1]	3
COMS 100C	Introduction to Scientific Methods in Communication Research	3
Concentration Requirements (21 Units)		
COMS 106	Digital Media Creation - An Introduction	3
COMS 118	Survey of Public Relations	3
COMS/JOUR 123	Writing for Public Relations	3
COMS/JOUR 158	Public Relations Planning and Management	3
COMS 170	Data Analysis in Communication Research	3
or COMS 171	Survey Methods in Communication Research	
COMS 187	Issue Management and Case Studies in Public Relations	3
MKTG 101	Principles Of Marketing	3
Electives (6 Units)		
Select 6 units of upper division Communication Studies courses [2]		6
Total Units		**48**

[1]   Course also satisfies General Education (GE)/Graduation Requirement.
[2]   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.

General Education Requirements [1]

Code	Title	Units
Area A: Basic Subjects (6 Units)		
A1 - Oral Communication		3
A2 - Written Communication		3
A3 - Critical Thinking [2]		0
Area B: Physical Universe and Its Life Forms (13 Units)		
B1 - Physical Science		3
B2 - Life Forms		3
B3 - Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)		1
B4 - Math Concepts		3
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.		3
Area C: Arts and Humanities (12 Units)		
C1 - Arts		3
C2 - Humanities		3
C1/C2 - Area C Course		3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.		3
Area D: The Individual and Society (9 Units)		
Area D Course		3
Area D Course		3
Area D Course - Take upper-division course to complete Area & upper division requirements.		3
Area E: Understanding Personal Development (3 Units)		
Area E Course		3
Area F: Ethnic Studies (3 Units)		
Area F Course		3
Total Units		**46**

[1]   To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

[2]   Required in Major; also satisfies GE.

Graduation Requirements [1]

Code	Title	Units
Graduation Requirements (required by CSU) (6 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI) [2]		0
Graduation Requirements (required by Sacramento State) (12 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement [3]		6

[1]   To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
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[2]   Required in Major; also satisfies Graduation Requirement.

[3]   If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html (https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html)

Key: 10