BA COMMUNICATION STUDIES

Program Learning Objectives
1. Describe the foundational concepts, theories, and methods of critical, humanistic, and social scientific approaches to studying communication.
2. Analyze mediated and non-mediated communication practices, messages, and effects considering the culture and context in which they occur.
3. Practice self-reflexivity about one's own communication practices.
4. Develop a critical framework for making ethical and inclusive communication choices.
5. Select appropriate modalities and technologies to accomplish communication goals.
6. Apply communication concepts, theories, and methods to real-world events, issues, and problems.
7. Produce effective and ethical communication based on awareness of diverse perspectives, contexts, and social identities.

Student Learning Objectives
1. Demonstrate an understanding of classical and contemporary human communication theories.
2. Demonstrate an understanding of communication from a variety of philosophical, historical, theoretical and practical perspectives.
3. Demonstrate an increased sensitivity to multicultural dimensions of communication.
4. Demonstrate an understanding of communication in diverse contexts – interpersonal, small group, public, organizational, and mass media.
5. Demonstrate enhanced analytical, critical and performance competencies that will assist students in participating effectively in a democratic society.

Degree Requirements and Curriculum
In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 60 units of upper division courses
- Graduation Writing Requirement (GWR)
- 2.0 GPA
- U.S. Cultural Pluralism (USCP)

Note: No major or support courses may be selected as credit/no credit.

MAJOR COURSES
Select from the following:

- COMS 201 Advanced Public Speaking
- COMS 208 Performance of Literature (C3)
- COMS 226 Applied Argumentation
- COMS 212 Interpersonal Communication
- COMS 213 Organizational Communication
- COMS 217 Small Group Communication
- COMS 250 Forensic Activity
- COMS 311 Communication Theory
- COMS 312 Communication Research Methods
- COMS 316 Intercultural Communication (D5) (USCP)
- COMS 322 Persuasion
- COMS 330 Classical Rhetorical Theory
- COMS 331 Contemporary Rhetorical Theory
- COMS 332 Rhetorical Criticism
- COMS 350 Advanced Forensic Activity
- COMS 384 Media Effects
- COMS 460 Undergraduate Seminar
- COMS 461 Senior Project
- COMS electives (300-400 level)

SUPPORT COURSES
Upper division writing intensive class
Select from the following:

- ENGL 310 Corporate Communication
- ENGL 311 Advanced Rhetorical Inquiry and Composing (C4)
- ENGL 386 Creative Nonfiction (C4)
- Modern language 103 (CHIN, FR, GER, ITAL, JPNS, SPAN, WLC) or demonstration of comparable level of proficiency
- HIST 110 Western Civilization: Ancient to Renaissance
- HIST 202 United States History Since 1865 (D1)
- HIST 223 World History, 1800 - Present (D3)
- PSY 201 General Psychology (E)
- PSY 202 General Psychology
- STAT 217 Introduction to Statistical Concepts and Methods

GENERAL EDUCATION (GE)
(See GE program requirements below.)

FREE ELECTIVES
Free Electives

Total units 180

1 Only 4 units of supervised instruction, including COMS 400, COMS 450, and COMS 485, may be counted here.
2 Required in Support; also satisfies GE.
3 If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.

General Education (GE) Requirements
- 72 units required, 12 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

Area A Communication
A1 Expository Writing
<table>
<thead>
<tr>
<th>Area</th>
<th>Courses</th>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>A2 Oral Communication</td>
<td></td>
<td>4</td>
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<tr>
<td>A3 Reasoning, Argumentation and Writing</td>
<td></td>
<td>4</td>
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<tr>
<td>Area B Science and Mathematics</td>
<td>B1 Mathematics/Statistics (4 units in Support plus 4 units in GE)</td>
<td>4</td>
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<tr>
<td></td>
<td>B2 Life Science</td>
<td>4</td>
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<td></td>
<td>B3 Physical Science</td>
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<td>B4 One lab taken with either a B2 or B3</td>
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<td>B5 Area B Elective (select one course from B1-B5)</td>
<td>4</td>
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<tr>
<td></td>
<td>B7 Upper-division elective</td>
<td>4</td>
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<tr>
<td>Area C Arts and Humanities</td>
<td>C1 Literature</td>
<td>4</td>
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<td></td>
<td>C2 Philosophy</td>
<td>4</td>
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<td></td>
<td>C3 Fine/Performing Arts</td>
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<td>C4 Upper-division elective</td>
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<tr>
<td>Area D Society and the Individual</td>
<td>D1 The American Experience (Title 5, Section 40404 requirement) (0-4 units in Support)</td>
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<tr>
<td></td>
<td>D2 Political Economy</td>
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<td></td>
<td>D3 Comparative Social Institutes (0-4 units in Support)</td>
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<td></td>
<td>D5 Upper-division elective (4 units in Major)</td>
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<tr>
<td>Area E Lifelong Learning and Self-Development</td>
<td>Lower-division elective (4 units in Support)</td>
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<td>Total units</td>
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<td>56</td>
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</table>

1 Required in Major/Support; also satisfies GE.