BA COMMUNICATION STUDIES

Program Learning Objectives
1. Enhanced critical thinking ability.
2. Enhanced competency in written communication.
3. Enhanced competency in oral communication.
4. Enhanced conversation management skills in interpersonal settings.
5. Enhanced competency in small group settings, both as leader and participant.
6. Enhanced ability to develop effective message patterns in organizational settings.
7. Increased understanding of the importance of ethics and values in human communication.

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 4
- COMS 208 Performance of Literature 4
- COMS 226 Applied Argumentation 4
- COMS 212 Interpersonal Communication 4
- COMS 213 Organizational Communication 4
- COMS 217 Small Group Communication 4
- COMS 250 Forensic Activity 2
- COMS 311 Communication Theory 4
- COMS 312 Communication Research Methods 4
- COMS 316 Intercultural Communication (USCP) 4
- COMS 322 Persuasion 4
- COMS 330 Classical Rhetorical Theory 4
- COMS 331 Contemporary Rhetorical Theory 4
  or COMS 435 American Political Rhetoric 4
- COMS 332 Rhetorical Criticism 4
- COMS 350 Advanced Forensic Activity 2
- COMS 385 Media Criticism 4
  or COMS 419 Media Effects 4
- COMS 460 Undergraduate Seminar 1
- COMS 461 Senior Project 3
- COMS electives (300-400 level) 16

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

- ENGL 302 Writing: Advanced Composition 4
- ENGL 310 Corporate Communication 4
- ENGL 386 Creative Nonfiction 4

Modern language 103 (CHIN, FR, GER, ITAL, JPNS, SPAN, WLC) or demonstration of comparable level of proficiency 4

- HIST 110 Western Civilization: Ancient to Renaissance 4

Select from the following:

- HIST 202 United States History Since 1865 (D1) 1, 3
- HIST 223 World History, 1800 - Present (D3) 1, 4
- PSY 201 General Psychology (D4) 1, 5
  or PSY 202 General Psychology 4
- STAT 217 Introduction to Statistical Concepts and Methods (B1) 1, 6

GENERAL EDUCATION (GE)
(See GE program requirements below.) 60

FREE ELECTIVES
Free Electives 24

Total units 180

1 Required in Support; also satisfies GE.
2 Only 4 units of supervised instruction, including COMS 400, COMS 450, and COMS 485, may be counted here.
3 HIST 202 simultaneously satisfies GE D1.
4 HIST 223 simultaneously satisfies GE D3.
5 PSY 201 and PSY 202 simultaneously satisfies GE D4.
6 STAT 217 simultaneously satisfies 4 units of GE B1.

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

Area A Science and Mathematics
<table>
<thead>
<tr>
<th>Area</th>
<th>Course Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Mathematics/Statistics (4 units in Support plus 4 units in GE)</td>
<td>4</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
<td>4</td>
</tr>
<tr>
<td>B3</td>
<td>Physical Science</td>
<td>4</td>
</tr>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3</td>
<td>0</td>
</tr>
<tr>
<td>B5</td>
<td>Area B Elective (select one course from B1-B5)</td>
<td>4</td>
</tr>
</tbody>
</table>

**Area C Arts and Humanities**

| C1       | Literature                                                                         | 4     |
| C2       | Philosophy                                                                         | 4     |
| C3       | Fine/Performing Arts                                                                | 4     |
| C4       | Upper-division elective (no COMS course)                                            | 4     |

**Area D/E Society and the Individual**

| D1       | The American Experience (Title 5, Section 40404 requirement) (0-4 units in Support) | 0-4   |
| D2       | Political Economy                                                                  | 4     |
| D3       | Comparative Social Institutes (0-4 units in Support)                                | 0-4   |
| D4       | Self Development (CSU Area E) (4 units in Support)                                  | 0     |
| D5       | Upper-division elective (no COMS course)                                            | 4     |

**Area F Technology**

| F        | Upper-division elective                                                            | 4     |

Total units: 60

1 Required in Support; also satisfies GE.