

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.

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 (<https://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

COMS 100	Introduction to the Communication Studies Major	2
COMS 205	Rhetorical Studies	4
COMS 206	Communication Theory	4
COMS 208	Performance, Literature, and Culture (C1) ¹	4
COMS 211	Interpersonal Communication (E) ¹	4
COMS 213	Organizational Communication	4
COMS 215	Media Studies	4
COMS 217	Small Group Communication	4
COMS 250	Forensic Activity	2
Select from the following:		4
COMS 312	Quantitative Research Methods in Communication Studies	
COMS 313	Qualitative Research Methods in Communication Studies	
Select from the following:		4
COMS 332	Rhetorical Criticism	
COMS 385	Media Criticism	
COMS 316	Intercultural Communication (Upper-Division D) (USCP) ¹	4
COMS 460	Undergraduate Seminar	1

COMS 461	Senior Project	3
Focus Area ²		
Select from the following focus areas or any courses in the list below:		24
Culture, Identity, and Power		
COMS 308	Group Performance of Literature	
COMS 319	Critical Cultural Studies and Communication	
COMS 320	Intergroup Communication	
COMS 331	Contemporary Rhetorical Theory	
COMS 350	Advanced Forensic Activity	
COMS 351	Speech and Debate Team	
COMS 387	Sports Communication	
COMS 418	Health Communication	
COMS 420	Nonverbal Communication	
COMS 421	Gender and Communication	
COMS 428	Family Communication	
COMS 435	American Political Rhetoric	
Media and Technology		
COMS 317	Technology and Human Communication	
COMS 384	Media Effects	
COMS 386	Communication, Media, and Politics	
COMS 387	Sports Communication	
COMS 395	Science Communication	
COMS 404	Video Games & Society	
COMS 418	Health Communication	
COMS 421	Gender and Communication	
COMS 422	Rhetorics of Science, Technology, and Medicine	
COMS 458	Solving Big World Challenges	
ISLA 303	Values and Technology	
Persuasion and Social Influence		
COMS 201	Advanced Public Speaking	
COMS 226	Applied Argumentation	
COMS 301	Business and Professional Communication	
COMS 317	Technology and Human Communication	
COMS 322	Persuasion	
COMS 330	Classical Rhetorical Theory	
COMS 350	Advanced Forensic Activity	
COMS 351	Speech and Debate Team	
COMS 384	Media Effects	
COMS 386	Communication, Media, and Politics	
COMS 418	Health Communication	
COMS 420	Nonverbal Communication	
COMS 435	American Political Rhetoric	
Politics, Advocacy, and Civic Engagement		
COMS 201	Advanced Public Speaking	
COMS 226	Applied Argumentation	
COMS 308	Group Performance of Literature	

COMS 319	Critical Cultural Studies and Communication	
COMS 322	Persuasion	
COMS 330	Classical Rhetorical Theory	
COMS 331	Contemporary Rhetorical Theory	
COMS 350	Advanced Forensic Activity	
COMS 351	Speech and Debate Team	
COMS 384	Media Effects	
COMS 386	Communication, Media, and Politics	
COMS 390	Environmental Communication	
COMS 422	Rhetorics of Science, Technology, and Medicine	
COMS 435	American Political Rhetoric	
Relationships, Organizations, and Socialization		
COMS 301	Business and Professional Communication	
COMS 320	Intergroup Communication	
COMS 387	Sports Communication	
COMS 413	Advanced Organizational Communication	
COMS 420	Nonverbal Communication	
COMS 421	Gender and Communication	
COMS 428	Family Communication	
COMS 458	Solving Big World Challenges	
COMS Electives (300-400 level) ^{3,4}		12
SUPPORT COURSES		
Modern language 103 (CHIN, FR, GER, ITAL, JPNS, SPAN, WLC) or demonstration of comparable level of proficiency		4
Select from the following:		4
STAT 217	Introduction to Statistical Concepts and Methods (B4) ¹	
STAT 218	Applied Statistics for the Life Sciences (B4) ¹	
GENERAL EDUCATION (GE)		
(See GE program requirements below.)		56
FREE ELECTIVES		
Free Electives ⁵		32
8-12 units of free electives may need to be at the 300-400 level to ensure completion of the required minimum of 60 units of upper-division.		
Total units		180

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

² Students should consult with a faculty advisor to make a course plan for the focus area of their choice.

³ Only 4 units of supervised instruction, including COMS 400, COMS 450, and COMS 485, may be counted here.

⁴ Courses taken to meet the focus area cannot double count as a COMS Elective.

⁵ 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, 16 of which are specified in Major and/or Support.
- If any of the remaining 56 units 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.
- See the complete GE course listing (<https://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning).

Area A	English Language Communication and Critical Thinking	
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B	Scientific Inquiry and Quantitative Reasoning	
B1	Physical Science	4
B2	Life Science	4
B3	One lab taken with either a B1 or B2 course	
B4	Mathematics/Quantitative Reasoning (4 units in Support) ¹	0
Upper-Division B		4
Area C	Arts and Humanities	
Lower-division courses in Area C must come from three different subject prefixes.		
C1	Arts: Arts, Cinema, Dance, Music, Theater (4 units in Major) ¹	0
C2	Humanities: Literature, Philosophy, Languages other than English	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D	Social Sciences - Select courses in Area D from at least two different prefixes	
D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D	4
Upper-Division D (4 units in Major) ¹		0
Area E	Lifelong Learning and Self-Development	
Lower-Division E (4 units in Major) ¹		0
Area F	Ethnic Studies	
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives		8
Total units		56

¹ Required in Major or Support; also satisfies General Education (GE) requirement.