

# DEGREES, CERTIFICATES, AND TRANSFER PREPARATION INFORMATION

## COMMUNICATION STUDIES

Communication and Media Studies majors will learn the dynamics of communication between and among individuals, groups and cultures, and/or the media. Communication integrates courses in interpersonal, intercultural, organizational and mass communication and public relations. There is a wide range of employment possibilities for students trained in Media Studies in business, sales, public and personnel relations, and advertising. Students can prepare for careers in media news writing and editing, announcing, programming, publicity, community relations, directing and public relations.

Speech and Communication Studies majors pursue a variety of careers depending on their interests. Public relations and advertising firms, health care organizations, government and educational institutions, entertainment companies, social service groups, and media-based firms are just some examples of organizations having a need for people with highly developed interpersonal and technical communication skills. Some of the current career titles include communication consultant, public information officer, public relations specialist, political consultant, press secretary, labor relations specialist, public opinion researcher, news producer, speech/language pathologist, speechwriter, advertising account executive, media manager, human resources manager, mediator, special events coordinator and development officer/fund raiser.

Because of the focus on interpersonal, professional, and intercultural communication skills, this major may also lead to many other careers. For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

### Programs Offered

- Transfer Preparation
- Associate Degree for Transfer
  - Communication Studies 2.0
- See also: *Journalism, Media Studies*

### Catalog Rights

A student may satisfy the requirements of a degree that were in effect at any time of the student's **continuous** enrollment. Continuous enrollment means attendance in at least one semester (Fall or Spring) in each academic year.

### Transfer Preparation

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at [assist.org](http://assist.org).

A listing of private, nonprofit California colleges and universities can be found online at [aiccu.edu](http://aiccu.edu). For articulation agreements between SMC and some of these institutions see [smc.edu/articulation](http://smc.edu/articulation).

The **University of California system has a transfer pathway** for any UC campus that offers Communication. For more information, visit UC Transfer Pathways Guide.

SMC offers the **Communication Studies Associate Degree for Transfer**. Students completing this degree are eligible for priority transfer admission consideration in the majors at the California State University campuses listed below. In addition, you will be required to complete no more than 60 semester/90 quarter CSU units of coursework after transfer to complete your baccalaureate degree.

**NOTE: If you are considering transfer to a UC, private, or out-of-state school, please consult a counselor before applying to transfer, as the transfer requirements may be different from those required for the Communication Studies AA-T.**

For the most current list of CSU campuses accepting this Transfer degree visit [calstate.edu/transfer/adt-search/search.shtml](http://calstate.edu/transfer/adt-search/search.shtml).

### Online Associate Degree for Transfer (ADT)

Santa Monica College offers the courses highlighted below fully online. Students may complete the degree requirements fully online. For math and lab science GE requirements, only Math 54 (or ACCTG/BUS 45 for CSU bound students) and Astronomy 3 are offered online.

## Communication Studies 2.0, Associate Degree for Transfer

Upon completion of the Associate in Arts in Communication Studies 2.0 for Transfer, students will have a strong academic foundation in the field and be prepared for upper division baccalaureate study. Completion of the degree indicates that the student will have satisfied the lower division requirements for transfer into communication studies or similar major for many campuses in the California State University system. This degree complies with The Student Transfer Achievement Reform Act (Senate Bill 1440).

Students pursuing the Associate in Arts in Communication Studies 2.0 for Transfer will demonstrate, through written and oral academic work, knowledge of communication principles, concepts, and theories and be prepared to pursue further study in communication studies or a similar major at the baccalaureate level at the California State University.

**Students must complete the following Associate Degree for Transfer requirements:**

- Completion of 60 semester units or 90 quarter units of degree-applicable courses,
- Minimum overall grade point average of 2.0,
- Minimum grade of "C" (or "P") for each course in the major, and
- Completion of IGETC and/or CSU GE-Breadth

**Program Learning Outcomes:** Upon completion of the Communication Studies 2.0 program, students will be able to analyze and demonstrate the relationship between speaker, audience, message, and medium in a variety of communication contexts. Students will also be able to identify, analyze and demonstrate appropriate conflict management styles in both interpersonal and intercultural forums.

### Area of Emphasis: (18 units)

#### Required Core Course: (6 units)

COM ST 11, Elements of Public Speaking (3)

COM ST 35, Interpersonal Communication (3)

#### List A: Select three of the following: (9 units)

COM ST 12, Persuasion (3)

COM ST 14, Oral Interpretation: Performing Literature Across Cultures (3)

COM ST 16, Fundamentals of Small Group Discussion (3)

COM ST 21, Argumentation (3)

COM ST 30, Introduction to Communication Theory (3)

COM ST 37, Intercultural Communication (3)

MEDIA 1, Survey of Mass Media Communications (3)

**List B: Select one of the following: (3 units)**

*Any course not already used above or any one of the following:*

ANTHRO 2, Cultural Anthropology (3)

COM ST 9, Introduction to Communication Studies (3)

COM ST 13, Voice and Diction (3)

COM ST 20, Agitational and Protest Communication (3)

COM ST 31, Research Methods for Communication Studies (3)

COM ST 36, Gender and Communication (3)

COM ST 38, Introduction to Latina/o/x Communication Studies (3)

ENGL 2, Critical Analysis and Intermediate Composition (3)

JOURN 1, The News (3)

PSYCH 1, General Psychology (3)

SOCIOL 1, Introduction to Sociology (3)

SOCIOL 1s, Introduction to Sociology – Service Learning (3)