

BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS
COMMUNICATIONS DEPARTMENT • CAL STATE DOMINGUEZ HILLS
 (120 UNITS TOTAL; 45-48 UNITS IN COM)

NAME _____ STUDENT ID# _____

PHONE (____) _____ E-MAIL ADDRESS _____

NOTES: For all course requirements, please refer to the official university catalog in effect at the time you enrolled at CSUDH. Those catalog requirements represent your contract with the university. • One course cannot satisfy two requirements. • A passing grade in Communications is a "C"; if you receive a "C-" or below you must repeat the course. • Journalism students may not take more than 48 units in Communications or related fields

IMPORTANT: Students who take 21 units of Upper Division Requirements may take only three elective courses; students who take 18 units of Upper Division Requirements may take four elective courses

LOWER DIVISION REQUIREMENTS	(12 units)	Semester	Grade
COM 100 Media and Society (3)			
COM 106 Digital Toolkit (2) AND			
COM 107 Digital Toolkit Lab (1)			
COM 110 Introduction to Digital Media Production (2) AND			
COM 111 Introduction to Digital Media Production Lab (1)			
COM 250 Writing for the Media (3)			

UPPER DIVISION REQUIREMENTS	(21 units)	Semester	Grade
COM 302 Law of the Mass Media (3)			
COM 342 Advertising Strategy and Writing (3)			
COM 350 Culture, Gender, and Strategic Communication (3)			
COM 365 Introduction to Public Relations (3)			
COM 366 Public Relations Writing (2) AND			
COM 367 Public Relations Writing Lab (1)			
COM 400 Media Analysis and Research Methods (3)			
COM 467 Integrated Communications Management (3)			

ELECTIVES (Choose Two or Three)	(6-9 units)	Semester	Grade
COM 206 Photojournalism (3)			
COM 311 Persuasion (3)			
COM 333/4 Digital Journalism/Lab (3)			
COM 338 Cross-Cultural Journalism (3)			
COM 344 Advertising Media Analysis (3)			
COM 347 Multi-Media Interviewing Practices (3)			
COM 358 Communication Graphics (3)			
COM 372 Crisis Communication (3)			
COM 379 Media Industries (3)			
COM 363 Social Media Strategies (3)			
COM 435 Media Psychology (3)			
COM 494 Independent Study (1-3)			
COM 495 Special Topics in Communications (AD/PR) (3)			

CAPSTONE REQUIREMENTS	(6 units)	Semester	Grade
COM 490 Senior Project in AD/PR (3)			
COM 496 Internship (3)			

B. A. ADVERTISING/PUBLIC RELATIONS (45-48 units)
California State University, Dominguez Hills
1000 E. Victoria Street • Carson CA 90747 • (310) 243-3313 • www.csudh.edu

Lower Division Requirements (12 Units)		Units	Prerequisite(s) Required
COM 100	Media and Society	3	None
COM 106/7	Digital Toolkit	3	None
COM 110/1	Introduction to Digital Video Production/Intro Digital Media Production Lab	3	None
COM 250	Writing for the Media	3	None
Upper Division Requirements (21 Units)		Units	
COM 302	Law of the Mass Media	3	None; restricted to AD/PR and journalism students.
COM 342	Advertising Strategy and Writing	3	COM 106; restricted to AD/PR students.
COM 350	Culture, Gender, and Strategic Communication	3	COM 100; restricted to AD/PR students.
COM 365	Introduction to Public Relations	3	None; restricted to AD/PR students.
COM 366	Public Relations Writing	2	Co-requisite: COM 367 Pre-requisites: COM 250 and COM 365; restricted to AD/PR students.
COM 367	Public Relations Writing Lab	1	Co-requisite: COM 366 Pre-requisites: COM 250 and COM 365; restricted to AD/PR students.
COM 400	Media Analysis and Research Methods	3	COM 100 and COM 250; restricted to AD/PR and journalism students.
COM 467	Integrated Communications Management	3	COM 100, COM 365, and COM 366; restricted to AD/PR students.
Electives (Choose Two or Three) (6-9 Units)		Units	
COM 206	Photojournalism	3	None
COM 303	Persuasion	3	COM 100
COM 333	Digital Journalism	3	COM 110 and 250 or equivalent
COM 338	Cross-Cultural Journalism	3	COM 250 or equivalent
COM 344	Advertising Media Analysis	3	None
COM 347	Multi-media Interviewing Practices	3	COM 100, COM 110 and 250 or equivalent
COM 358	Communication Graphics	3	COM 106
COM 379	Media Industries	3	COM 100
COM 383	Social Media Strategies	3	COM 250 and COM 365
COM 372	Crisis Communication	3	COM 250 and COM 365
COM 435	Media Psychology	3	COM 100
COM 494	Independent Study	1-3	Junior or senior standing, permission of department.
COM 495	Special Topics in Communications (AD/PR)	3	COM 100
Capstone Requirements (6 units)		Units	
COM 490	Senior Project	3	COM 100 and COM 250 or equivalent, COM 342, COM 400, and COM 467; restricted to AD/PR students.
COM 496	Internship	3	Senior standing and/or completion of a minimum of 27 upper division units in the major.
Lower Division General Ed.		Units	
	Lower Division General Courses*	55-62	Visit University Advisement Center (UAC)
Upper Division General Ed.		Units	
	Humanities	3	Visit University Advisement Center (UAC)
	Natural Sciences	3	Visit University Advisement Center (UAC)
	Social Sciences	3	Visit University Advisement Center (UAC)
University Graduation Requirements			
	Graduate Writing Examination (GWE) or ENG 350		Visit University Advisement Center (UAC)
	US History (HIS 101) and Political Science (POL 101)		Visit University Advisement Center (UAC)

***NOTE:** Students may need to take additional courses outside the major to reach their 120 units requirement.