

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.

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
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| Lower Division Requirements (12 Units) | | Units | Prerequisite(s) Required |
|--|--|--------------|---|
| COM 100 | Media and Society | 3 | None |
| COM 106 & 107 | Digital Toolkit & Lab | 3 | COM 106 & 107 must be taken together (Must be enrolled in same section) |
| COM 110 & 111 | Introduction to Digital Video Production & Lab | 3 | COM 110 & 111 must be taken together (Must be enrolled in same section) |
| COM 250 | Writing for the Media | 3 | None |
| Upper Division Requirements (21 Units) | | Units | Prerequisite(s) Required |
| COM 302 | Law of the Mass Media | 3 | None; restricted to AD/PR and Journalism students. |
| COM 342 | Advertising Strategy and Writing | 3 | None; 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 & 367 | Public Relations Writing & Lab | 3 | COM 366 & 367 must be taken together (Must be enrolled in same section) 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 & 367; restricted to AD/PR students. |
| Electives (Choose Two or Three) (6-9 Units) | | Units | Prerequisite(s) Required |
| COM 206 | Photojournalism | 3 | None |
| COM 303 | Persuasion | 3 | COM 100 |
| COM 333 | Digital Journalism | 3 | COM 110 & 111; 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 & 111; and 250 or equivalent |
| COM 358 | Communication Graphics | 3 | COM 106 & 107 |
| 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 | Prerequisite(s) Required |
| 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 | Prerequisite(s) Required |
| | Lower Division General Courses* | 55-62 | Meet with Academic Advisor |
| Upper Division General Ed. | | Units | Prerequisite(s) Required |
| | Integrated Studies: Humanities | 3 | Meet with Academic Advisor |
| | Integrated Studies: Natural Sciences | 3 | Meet with Academic Advisor |
| | Integrated Studies: Social & Behavioral Sciences | 3 | Meet with Academic Advisor |
| University Graduation Requirements | | Units | Prerequisite(s) Required |
| ENG 350 | GWAR | 3 | Meet with Academic Advisor |
| HIS 101 | US History | 3 | Meet with Academic Advisor |
| POL 101 | Political Science | 3 | Meet with Academic Advisor |

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