

Choosing the Right Communication Program

Prepared by the SBCC Academic Counseling Center (updated 9/10/18)

The Communication degree is widely recognized as the backbone of a myriad of fields. In addition to the more familiar media and business applications, communication skills have been earmarked as important in law, government, and international relations; in health and human and social services; in education; in working with speech and language disorders; in information sciences; and in arts and entertainment.

A degree in communication opens doors to:

- **Advertising or Publicity and Promotion** by providing you the knowledge of how to reach and influence consumers.
- **Public Relations** by giving you an understanding of how to penetrate public awareness; to mold and respond to public opinion.
- **Corporate Troubleshooting or Training** by developing problem solving and group management skills.
- **Journalism** by strengthening your writing and editing techniques.

Career Options for Communication Majors:

- **Corporate Communications**- The simplest definition of communication is “getting the word out”. Corporations need to get the word out in many ways: in-house, through newsletters, memos, position papers, corporate training, and workshops; and to the public or consumers through conventions, advertisements, publicity campaigns, community relations or media contacts.
- **Media**- Media or mass communication is about getting the message out to inform, educate and entertain the public.
- **Consumer Communication**- This field focuses on consumers and the many ways to reach them through advertising, utilizing print, film, broadcasting, the internet, public appearances and other creative channels.
- **Communication Disorders**- Individuals in this field work with people who suffer from a wide range of communication disorders, including speech, hearing and language pathology, educational, developmental and physical disabilities.

The UCSB communication major website lists professions popular with Communication majors and associated job titles.

www.comm.ucsb.edu/undergrad/career/courses

Advertising- Marketing Specialist, Copy Writer, Sales Manager, Media Planner, Media Buyer, Media Sales Representative, and Public Opinion Researcher.

Business- Sales Representative, Executive Manager, Personnel Manager, Public Information Officer, Director of Corporate Communication, Human Resources Manager, Mediator, Buyer

Education- Teacher, School Counselor, Educational Researcher, Educational Administrator, Alumni Officer, College Placement Officer, College Recruiter, College Admissions Director.

Electronic Media & Broadcasting- Broadcasting Station Manager, Film Editor, News Director, Technical Director, News Anchor, Announcer, Casting Director, Producer, and Talk Show Host.

Government/Politics- Public Information Officer, Speech Writer, Legislative Assistant, Campaign Director, Program Coordinator, Lobbyist, Press Secretary, Elected Official,

Health- Health Educator, Hospital Director of Communication, Research Analyst, Medical Training Supervisor, Hospice Manager, Drug Rehabilitationist, Health Care Counselor.

High Technology Industries- Trainer for Communication Technologies, Systems Analyst, Technical Copywriter, Performance Assessor

International Relations & Negotiations- Corporate Representative, Translator, Student Tour Coordinator, Foreign Relations Officer, Diplomat, Foreign Correspondent, Host/Hostess for Foreign Dignitaries.

Journalism- Reporter, Editor, Newscaster, Author, Technical Writer, Media Interviewer, Acquisitions Editor.

Law- Public Defender, Corporate Lawyer, District Attorney, Private Practice Lawyer, Paralegal Researcher, Legal Secretary, Legal Educator.

Public Relations- Publicity Manager, Advertising Manager, Marketing Specialist, Press Agent, Corporate Public Affairs Specialist, Fund Raiser, News Writer, Audience Analyst.

Social and Human Services- Social Worker, Recreational Supervisor, Human Rights Officer, Community Affairs Liaison, Religious Leader, Counselor

Sports Management- Facilities Manager, Sports Marketing Director, Player Liaison, Foreign Market Researcher, General Manager.

Preparing for Transfer

There are almost as many names for communication programs as there are job possibilities. Most colleges and universities offer Communication as a major. In some institutions you will find the communication major within the college of liberal arts or social sciences, while others have separate schools, disciplines or majors. Many have areas of specialization, concentration or emphasis. Some of these include: Communication Studies or Science, Speech, Mass Communications, Mass Media, Media Studies, Intercultural Communication, Rhetoric, Journalism, Advertising, or Public Relations. Generally, UC campuses offer a more broad research perspective with a social science emphasis focusing on how the media affects society. Most CSU campuses are more applied, vocational programs designed as training in advertising, journalism, media production and public relations.

Exploring Majors (updated as of 16-17 academic year as per assist.org)

“Exploring Majors” on www.assist.org shows the variety of majors and areas of specialization at the UC and CSU campuses with links to each campus website and preparation for the major. For the AA-T in Communication at the CSU see the following two links: <http://articulation.sbcc.edu/csu/adt/adt.htm> and <http://www.adegreewithaguarantee.com/>

22 CSU and 5 UC Campuses offer Communication(s) or Communication (and Media) Studies or Human Communication: B.A., B.S., A.B.:

CSU: Bakersfield, Channel Islands, Chico, Dominguez Hills, East Bay, Fresno, Fullerton, Long Beach, Los Angeles, Monterey Bay, Northridge, Pomona, San Bernardino, San Diego, San Francisco, San Jose, San Luis Obispo, San Marcos, Humboldt, Sacramento, Sonoma, Stanislaus

UC Campuses: Davis, Los Angeles, Santa Barbara, San Diego, Berkeley (Media Studies)

Additional BA or BS Programs, Concentrations, Options and/or Emphases:

Journalism B.A. or B.S. (CSUC, CSULB, CSUN, CSUS, HSU, SDSU, SFSU, CPSLO, SJSU)

Literary Journalism B.A. (UC Irvine)

Mass Comm and Journalism B.A. Options in: Advertising, Broadcast Journalism, Multi-Media, Print Journalism, Public Relations (CSUFRES)

Mass Media B.A. (CSUSM)

Advertising; Business and Nonprofit Comm.; Communication, Culture & Public Affairs; Communication Design; Comm. Preparation for Teaching; Communication & Public Affairs; Entertainment & Tourism; Environmental Comm.; Graphic Design; Health Comm.; Human & Organizational Comm.; Interpersonal/Language & Social Interaction; Interpersonal & Organizational Comm.; Journalism; Mass Comm.; Mass Communication Design; Media Arts; Media Production; Media Studies; Organizational Communication & Public Relations; Performance Studies; Photo Communications; Professional, Public & Organizational Comm.; Public Comm. & Media; Public Relations; Public Relations/Advertising; Public Relations/Media Studies; Relational & Organizational; Rhetoric ; Social Change & Rhetoric

Popular Transfer Programs for SBCC Students at the UC, CSU and private/independent

UC Santa Barbara: The major emphasizes the understanding of communicative events - their psychological, social, and philosophical implications and aspects - the development of knowledge in these areas, and the use of empirical and critical tools for assessing the impact and quality of message transmission. UCSB's communication program is concerned with human communication theory and research; it does not provide vocational, media production, or technical training. Through communication, students gain the ability to understand and analyze the substance of human communication. Transfer students are admitted to pre-major status until all prerequisites are satisfied.

The BA degree in Communication is concerned with human communication theory research and application. Undergraduate coursework in interpersonal, media and organizational communication is offered. This is the most popular major for SBCC transfer students. SBCC is one of two California Community College offering all the preparation for the major. We advise students to complete all the courses for the major at SBCC. Students who leave any of these courses for completion at UCSB after transfer will be held to the 3.0 GPA requirements for admission into the upper division major. (www.comm.ucsb.edu/undergrad)

UC Los Angeles: The major in Communication Studies is an interdisciplinary curriculum leading to a Bachelor of Arts degree. It seeks to provide students with a comprehensive knowledge of the nature of human communication, the symbol systems by which it functions, the environments in which it occurs, its media, and its effects. Employing critical and empirical approaches, the major draws its resources from the social sciences, humanities, and fine arts. Two areas of focus are offered: the concentration in mass communication centers on formal and institutional communication systems and the macrocosmic social contexts in which they function; the concentration in interpersonal communication centers on face-to-face communicative interaction. This very impacted program accepts less than 10% of those who apply. To be competitive, all seven (7) major preparation courses should be completed with a letter grade and with a high GPA (minimum 3.7 for review). Any four (4) major prep courses must be completed by the fall prior to transfer. (7 prep courses: Comm 101, 131; Anth 104; Math 117/Psych 150/Soc 125; 3 of 4 from: PolSci 101, Psych 100, Soc 101, Econ 101 or 108. The Transfer Alliance Program (TAP) priority consideration with the SBCC Honors program does not apply for this major. (www.commsudies.ucla.edu/requirements).

UC Berkeley: Media Studies is a major in the Undergraduate and Interdisciplinary studies program in the College of Letters and Sciences. The major is not media production, but rather, it uses perspectives from the social sciences and humanities to examine the mass media. It is a highly selective major; to be competitive, all specific coursework and IGETC need to be completed by the end of the spring semester prior to fall transfer with a high GPA. AP scores cannot be used to satisfy the major prerequisites. (4 prep courses: Comm 171; History 102; Polsci 101; and choose 1 from Anth 103, Econ 101+102, Psych 100, or Soc 101). Starting Fall 2020, Media Studies 10 (Comm 171) must be taken at UCB.

UC San Diego: Communication at UCSD is a field of study that emphasizes the role of different technologies of communication, from language to writing to television to computers, in mediating human experience. It draws from such social science disciplines as anthropology, psychology, sociology, and political science, and from the humanities and fine arts, including theater, literature, and visual arts. The communication major is not designed as a training program in advertising, journalism, production, or public relations. It provides students with a solid liberal arts background necessary for graduate studies in communication and other disciplines, and for professional work in a number of communication-related fields, including primary and secondary education. No lower division courses are required to be taken at SBCC.

UC Davis: The study of communication focuses on how people produce and process messages, and how their message options and decisions affect others' thoughts, attitudes, and behaviors. Societies, institutions, organizations, groups, families, friendships, romances, and everyday human encounters are constituted by - and through - both face-to-face and mediated communication. The communication program is founded on the assumptions and methods of contemporary social and behavioral science, and places a strong emphasis on the application of theory and research to the practical real-life problems and dilemmas that confront humans in their interactions. Courses on such topics as cognition, meaning, relationships, nonverbal behavior, persuasion, mass media effects, research methods, and others examine communication phenomena within such contexts as individual relationships, organizations, health care institutions, demographic groups, and the mass-media. (7 prep courses: Comm 101, 131 or 121; Anth 104; Psych 100; Soc 101; Math 117/Psych 150/Soc 125; Philosophy 205).

CSU Channel Islands: In the Communication BA, the courses focus on cultural communication and take a language and social interaction perspective. The foundational courses give students background in communication theory and practice; the upper division courses demonstrate a commitment to interdisciplinary studies with three emphases: environment, health and business/nonprofit. Even if students earn the AA-T in Communication, they should still complete the additional courses on assist.org, or they will need to take them at CSUCI (Comm 131, 101, 288; and one from 121, 141, 271).

San Diego State University: At SDSU our AA-T in Communication Studies is deemed similar to their BA in Communication Applied Arts and Sciences or Communication Health. It is NOT deemed similar to the BA in Communication: Liberal Arts and Sciences.

"Communication involves the study of all aspects of human communication. All social life, from family, romantic, work, and political relationships are established exclusively through the process of communication. The School of Communication's curriculum recognizes the importance of communication knowledge and skills in an increasingly complex world. The major includes traditional concepts and theories that form the basis of these skills."

At least 44 of the 76 Private Universities in California offer Communication as a major

Antioch University Santa Barbara: Antioch offers a BA in Liberal Studies with a concentration in Communication & Media. "Learn how to harness critical thinking and media industry best practices to utilize media as an agent of change with a degree in Communication & Media. Address the profound effect that media and communications have on today's society. Delve into the narrative process and forms of message distribution and human perspectives. Interdisciplinary courses that provide community, societal, and global contexts give our students a full picture on today's complex media environment." Field experience, internships, independent studies and practicum courses enable students to put theory into practice. Antioch accepts either IGETC or CSU GE for general education, and accepts a maximum of 80 transferable units (lower and upper combined) towards graduation.

University of Southern California (USC): Annenberg School for Communication

The School of Communication offers a BA degree and minors in Communication and the Entertainment Industry, Interactive Media and the Culture of New Technologies, Global Communication, Health Communication, Professional and Managerial Communication, and Communication Law and Media Policy. The School of Journalism offers a BA degree in Print Journalism, Broadcast Journalism and Public Relations and minors in Advertising and News Media and Society. USC is highly selective- less than 10% of those who apply to the major are accepted. USC accepts applications for fall only; the average transfer student admitted for fall had a 3.7 GPA, an excellent letter of recommendation and Statement of Intent, and most or all General Education (GE) courses complete. At least one semester of foreign language must be completed prior to transfer; and three semesters of foreign language are required to graduate. English 110, English 111 or Philosophy 111 and Math (107 or high school math may satisfy) are required for admission. All required courses in the major must be taken at USC. There is no minimum number of units for admission, only a maximum that will be accepted (64 for Comm. and 40 for Journalism). Go to the Transfer Planning Guide (www.usc.edu) to review SBCC articulation agreements.

SBCC: Three Associate Degrees (AA) in Communication and Honors Society

Santa Barbara City College has an excellent Communication Department which focuses on communication in a variety of settings, such as interpersonal, small group, professional, public speaking, mass media and intercultural communication. In addition, instruction is available in argumentation, debate, communication theory and research methods. Each AA requires a set of communication courses along with a General Education pattern. Many communication majors may also earn the AA degree in Liberal Arts & Sciences: Social & Behavioral Sciences emphasis.

The AA-T Communication Studies for Transfer aligns with the CSU system. Required courses in the major include Comm. 131/131H; two from Comm. 121/121H, 141 or 235; and three other electives from the list. CSU GE or IGETC (for CSU) MUST be completed instead of SBCC General Education. CSU see the following two links for the AA-T in Comm Studies: (articulation.sbccc.edu/csu/adt/adt.htm) and (www.adegreewithaguarantee.com)

The AA with a Communication Science Emphasis aligns with UCSB. The AA requires six major courses total- the same four courses that UCSB requires and two more electives: Four courses - Comm. 101, 288, 289, Math 117 or Psych 150 and two more of the following courses: Communication 121/121H (or 122), 131/131H, 141, 151, 171, 235 or Journalism 101. CSU GE or IGETC may be completed instead of SBCC General Education.

The AA with an Applied Communication Emphasis aligns with many CSU major preparation classes. SIX required courses in the major include: Four specified courses - Communication 121/121H or 122; 131/131H; 141; 161 or 162; and two of the following courses: Comm. 101, 151, 171, 235 or Journalism 101. CSU GE or IGETC may be completed instead of SBCC General Education.

Honors Society: Sigma Chi Eta is the official community college honor society of the National Communication Association (NCA). Qualified students have the opportunity to be part of Sigma Chi Eta, an honor society for students earning a 3.25 or higher in the major (3.0 cum GPA). Students must have completed at least 12 units.

Preparation for the major courses for UCSB at SBCC: Comm. 101, 288, 289; Math 117 or Psych 150 or Soc 125

1. If you complete only one, two or three of the major preparation courses, at SBCC you MUST complete the remaining course(s) at UCSB and earn a 3.00 average prior to being admitted to the full major status. IF you earn a B- (2.7) in the remaining course(s) you have NOT earned a 3.00 GPA and will NOT be admitted to the major.

2. UCSB is on a +/- system. So...it is to your advantage to complete all four pre-major courses at SBCC! You can earn any grade from A through D or even "Pass" and the course will count toward transfer. And you will NOT be required to take any more classes at UCSB to get into the Communication major. Remember, a 'C' or above in a transferable math is required for admission.

"Pre-major information: Students are admitted initially to the pre-major. Students will not be admitted to full Communication major status until they complete Communication 1, 87, 88, and 89, with no grade below C- and with a grade-point average of at least 3.00 **for those courses completed at UCSB**". --assist.org articulation agreement; GPA requirement for those classes taken AT UCSB.

3. Once you've been admitted to UCSB and have completed all four pre-major courses at SBCC you should e-mail your unofficial transcript to the Communication Department Undergraduate Advisors (Jennifer Reinus and Tricia Taylor - commadvising@comm.ucsb.edu) and they will admit you to full major status so that you can register for upper division communication classes at orientation in August. You can do this as early as May as long as your grades for all four classes are posted. For general questions about the communication major at UCSB contact a peer advisor: commpeeradvising@comm.ucsb.edu

4. If you plan to attend UCSB summer session, "[Transfer Summer Program](#)", you will fill out a separate application. The Comm. Department Undergraduate Advisors (www.comm.ucsb.edu/undergrad/advising) can assist you in choosing communication classes.

In order to graduate from UCSB, assuming IGETC and lower division requirements (prep) for the major have been completed at SBCC, you will need:

- 180 quarter units total. You will enter with at least 90 quarter units (60 semester). 70 semester units = 105 quarter units. You will need between **75 and 90** additional quarter units to graduate.
- Of those 75-90 units, **40 upper division** quarter units in the major (10 classes in communication; 4 of the 40 units can be in another approved area outside of communication).
- Of those 75-90 units, **20 additional upper division** quarter units must be in the College of Letters and Science (more communication classes, electives, minor, study abroad)
- The rest of the 75-90 units will be upper or lower division units in any subject (more communication classes, electives, or maybe a minor). It is easy to graduate within two years from UCSB! (5 or 6 quarters)

Summer 2019 Transfer summer program	Fall 2019 Start UCSB! 12 units (3 classes)	Winter 2020 16 units (4 classes)	Spring 2020 16 units (4 classes)
Summer 2020 (www.summer.ucsb.edu)	Fall 2020 16 units (4 classes)	Winter 2021 16 units (4 classes)	Spring 2021 14 units (4 classes)

--UCSB site: Careers and Courses site at UCSB www.comm.ucsb.edu/undergrad/career/courses

Most common minors at UCSB for communication students:

Applied Psychology (18 UD units) & Educational Studies (18 UD units) (through Gevirtz School of Education)

Linguistics (4 lower division units / 24 upper division units)

Professional Writing- 5 tracks (22-24 upper division units)

TMP: Technology Management Program (16-18 upper division units/UCSB extension courses Certificate only - not a minor)

UCSB's Transfer Admission Guarantee (TAG) for fall admission only is listed on ASSIST.org. FILL OUT TAG ONLINE by **SEPTEMBER 30th**. sbcc.edu/TAG. Apply to UCSB by NOVEMBER 30. Link at Transfer Center and Transfer Academy.

BY END OF SUMMER must have completed 30 UC transferable units in order to TAG (max 10.66 units of AP/IB/A levels).

BY END OF FALL prior to transfer: two transferable English/one transferable math done, overall UC transferable 3.2 GPA.

BY END OF SPRING prior to transfer: maintain overall UC transferable 3.2 GPA, 60 transferable units (max 10.66 AP/IB/A levels), 7 course pattern (IGETC completes this). Last 30 units must be completed at a California Community College. To meet conditions of admission no Ds or Fs in spring and must earn minimum 2.0 GPA in both the fall and spring semesters prior to transfer.

(Still maintain overall 3.2 for TAG!)