

2006-2007 SAMPLE CURRICULUM: The Department of English and Communication advisors plan each student's curriculum and schedules to best fit the development needs of the student whenever possible. Not all classes will be offered during the indicated quarters.

		FALL	WINTER	SPRING	
FIRST YEAR	Orientation Seminar (UNST 101)	1	-	-	
	College Writing (ENGL 111, 112, 113)	3	3	3	
	Lifetime Fitness (PEAC 120)	-	2	-	
	Growing Up in America (SSCI 104) OR Identity and Society (SSCI 105) OR Childhood in Global Perspective (SSCI 106)	-	-	4	
	Theme III: Religious Beliefs and Practice	4	-	-	
	College Algebra (MATH 121)	-	4	-	
	Modern Language through Intermediate Level (101, 102, 103)	4	4	4	
	* Photoshop and Illustrator Basics (ARTS 194B)	-	-	3	
	* Design Principles (ARTS 115)	4	-	-	
	* Fundamentals of Speech (COMM 104)	-	-	4	
	* Interpersonal Communication (COMM 244)	-	4	-	
		16.0	17.0	15.0	
	SECOND YEAR	* Mass Media (COMM 226)	4	-	-
		* Communication Colloquium (COMM 285)	-	1	-
* Communication Theory I (COMM 288)		4	-	-	
* Public Relations (COMM 215)		-	-	4	
* Principles of Advertising (COMM 237)		-	4	-	
* Introduction to Writing for the Print Media (COMM 238)		4	-	-	
* Digital Design Fundamentals (ARTS 194C)		-	3	-	
* Photography (ARTS 255)		-	-	4	
** Introduction to Statistics I (MATH 251) OR Mangagerial Statistics (BUAD 341)		-	4	-	
Theme IA: Understanding Human Beings OR National and Global Citizenship		-	-	4	
Modern Language through Intermediate Level (201)		4	-	-	
Theme III: Religious Beliefs and Practice		-	-	4	
Electives		-	4	-	
		16.0	16.0	16.0	
THIRD YEAR	* Persuasion (COMM 328)	-	4	-	
	* Gender and Communication (COMM 344)	4	-	-	
	* Communication Colloquium (COMM 485)	-	1	-	
	* Introduction to Graphic Design (ARTS 248)	-	3	-	
	* Writing for Print Media (COMM 338) OR Writing for the Digital Media (COMM 339)	-	-	4	
	Exploring American Culture through Literature (HUMN 204) OR Expl. Amer. Culture through Visual and Perf. Arts (HUMN 205)	4	-	-	
	Rhetorical Course Upper Division Rhetorical: COMM 304, 365, 488, 490	-	4	-	
	Adventism in Global Perspective (RLGN 304) OR Religion in Three Cultures (RLGN 305)	-	-	4	
	Theme IIA: Arts Appreciation or History	-	-	4	
	Theme IVA: Life Science	4	-	-	
	Theme IVB: Physical Science	-	4	-	
	Electives	4	-	4	
		16.0	16.0	16.0	
	FOURTH YEAR	* Communication Research Design (COMM 490)	-	4	-
* Public Relations Marketing and Development (COMM 315)		-	4	-	
* Typography (ARTS 344)		-	3	-	
* Visual Communication Design (ARTS 345)		-	-	3	
Scientific Foundations: Choose one course from the following: NSCI 404, 405, 406, OR 407		4	-	-	
Religious, Moral & Social Aspects of Communication (UNST 404E)		-	-	4	
Theme III: Religious Beliefs and Practice		4	-	-	
Electives to complete 190 quarter units		8	4	8	
		16.0	15.0	15.0	
* Major Requirements					
** Cognate Requirements					

COMMUNICATION

B.A. Degree

CAREER OPPORTUNITIES AND RELATED OCCUPATIONS:

Communication is a diverse academic discipline. Originating from the Aristotelian tradition which stressed oral communication skills, most current Communication programs offer much more—the development of written communication skills, studies in Media, Organizational Communication, Interpersonal Communication, Journalism, Public Relations, analysis of Media Effects, Popular Culture, and Rhetoric. La Sierra University's Communication faculty recognize that communication, on both the personal and social levels, is the foundation of human interaction. People with degrees in communication work in a wide range of occupations: advertising, human resources, marketing, organizational consulting, motivational speaking, public relations, newspaper, radio, television, film, sports promotion, politics, campaign management, and pharmaceutical sales. Our recent graduates have entered graduate programs in: Communication, Family and Marriage Therapy, Law, and Journalism. In addition to a broad education and outstanding communication skills, knowledge about a specific subject is often important. Depending on the occupation, we encourage students to combine Communication with a second major to prepare for careers in areas such as law, politics, science, education, business, management, and marketing.

JOB OUTLOOK: The U.S. Department of Labor, Bureau of Labor Statistics, states that "employment in the industry is projected to grow 22 percent over the 2004-14 period, compared with 14 percent for all industries combined. New jobs will be created as the economy expands and generates more products and services to advertise. Increased demand for advertising and public relations services also will stem from growth in the number and types of media outlets used to reach consumers, creating opportunities for people skilled in preparing material for presentation on the Internet." www.bls.gov

SALARY: Salary.com provides median expected salary information for various communication positions in Riverside, CA, which require a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area:

Public Relations Specialist 1—**\$43,079**

Technical Writer 1—**\$45,338**

With experience and increased responsibilities salaries increase:

Employee Communications Manager—**\$90,811**

Marketing Communications Specialist—**\$61,627**

SOURCES OF ADDITIONAL INFORMATION

Websites:

La Sierra University

<http://www.lasierra.edu/>

English & Communication

<http://www.lasierra.edu/english/>

Department Contact:

Advisors:

Dan Tinianow

Mary Wilson

Location:

South Hall

Dept. of English & Communication

951-785-2241

Professional Organizations:

National Communication Association

1765 N. Street N.W.

Washington, D.C. 20036

<http://www.natcom.org>

Association Education Journalism & Mass
Communication

<http://www.aejmc.org>

Public Relations Society of America, Inc.

33 Irving Place

New York, NY 10003-2376

<http://www.prsa.org>

Dow Jones Newspaper Fund Inc.

P.O. Box 300

Princeton, NJ 08543-0300

<http://www.dowjones.com>

International Communication Association

<http://www.icahdq.org>

Academic Advising

Administration Building

Room 206

(951) 785-2951

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