

Approved by Department. Last updated 7/1/09

2009-2010 CURRICULUM CHECK SHEET is a guide to the requirements of this major. **It is NOT necessary to take these courses in the order given.** Please consult the online Bulletin for specific details (<http://www.lasierra.edu/academics/bulletin>).

		FALL	WINTER	SPRING
FIRST YEAR	* Design Principles (ARTS 115)(4 units)	_____	_____	_____
	* Theory of Color for Artists & Designers (ARTS 116)(4 units)	_____	_____	_____
	* Photoshop and Illustrator Basics (ARTS 194B)(4 units)	_____	_____	_____
	* Fundamentals of Speech (COMM 104)(4 units)	_____	_____	_____
	** Introduction to Statistics (MATH 155)(4 units) <i>Meets Math Foundational requirement</i>	_____	_____	_____
	First Year Seminar (UNST 101/100)(2-6 units)	_____	_____	_____
	College Writing (ENGL 111, 112, 113)(9 units) OR (ENGL 124)(4 units)	_____	_____	_____
	World Language Foundational Requirement (<i>Proficiency through 153</i>)	_____	_____	_____
	Lifetime Fitness (PEAC 120)(2 units)	_____	_____	_____
	Theme IC: Globalization, Identity, & Citizenship. <i>Choose 1 course from:</i> SSCI 104, 105, 106, 107 (4 units)	_____	_____	_____
Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____	
SECOND YEAR	* Public Relations (COMM 215)(4 units)	_____	_____	_____
	* Mass Media (COMM 226)(4 units) <i>Meets Theme IIB</i>	_____	_____	_____
	* Principles of Advertising (COMM 237)(4 units)	_____	_____	_____
	* Introduction to Writing for the Print Media (COMM 238) 4 units)	_____	_____	_____
	* Interpersonal Communication (COMM 244)(4 units) <i>Meets Theme IA</i>	_____	_____	_____
	* Communication Colloquium (COMM 285)(1 unit)	_____	_____	_____
	* Communication Theory I (COMM 288)(4 units)	_____	_____	_____
	* Web Design: Communication Principles (ARTS 395A)(4 units)	_____	_____	_____
	* Photography (ARTS 255)(4 units)	_____	_____	_____
	Theme IA/B: Understanding Human Beings OR National and Global Citizenship (4 units)	_____	_____	_____
Theme IIC: Exploring American Culture. <i>Choose 1 course from:</i> HUMN 204, 205 (4 units)	_____	_____	_____	
Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____	
Theme IVA: Life Science (4 units)	_____	_____	_____	
THIRD YEAR	* Persuasion (COMM 328)(4 units)	_____	_____	_____
	* Writing for Print Media (COMM 338) OR Writing for the Digital Media (COMM 339)(4 units)	_____	_____	_____
	* Gender and Communication (COMM 344)(4 units) <i>Meets Theme IA</i>	_____	_____	_____
	* Advanced Public Speaking (COMM 354)(4 units)	_____	_____	_____
	* Introduction to Graphic Design (ARTS 248)(4 units)	_____	_____	_____
	Upper Division Rhetorical Course: COMM 304, 365, 488, 490 (4 units)	_____	_____	_____
	Theme IIA: History & Appreciation of Arts (4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice. <i>Choose 1 course from:</i> RLGN 304, 305 (4 units)	_____	_____	_____
Theme IVB: Physical Science (4 units)	_____	_____	_____	
Electives	_____	_____	_____	
FOURTH YEAR	** Communication Research Design (COMM 490)(4 units)	_____	_____	_____
	* Public Relations Marketing and Development (COMM 315)(4 units)	_____	_____	_____
	* Typography (ARTS 344)(4 units)	_____	_____	_____
	* Communication Colloquium (COMM 485)(1 unit)	_____	_____	_____
	* Visual Communication Design (ARTS 345)(4 units)	_____	_____	_____
	Recommended: Internship (COMM 494)(4 units)	_____	_____	_____
	Theme III: Religious Beliefs and Practice (4 units)	_____	_____	_____
	<i>Must be in Scripture, Theme IIC, unless previously taken</i>	_____	_____	_____
	Theme IVC: Scientific Foundations. <i>Choose 1 course from:</i> NSCI 404, 405, 406, 407 (4 units)	_____	_____	_____
	Theme V: Religious, Moral & Social Aspects of Communication (UNST 404E)(4 units)	_____	_____	_____
Electives to complete 190 quarter units	_____	_____	_____	
* Major Requirements (78 units)				
** Cognate Requirements				
# Course offered periodically				

COMMUNICATION

Public Relations & Advertising Emphasis, 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, education, healthcare, human resources, marketing, organizational consulting, motivational speaking, performing arts/drama, 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– **\$48,640**

Technical Writer 1– **\$58,050**

With experience and increased responsibilities salaries increase:

Employee Communications Manager– **\$97,700**

Marketing Communications Specialist– **\$69,000**

SOURCES OF ADDITIONAL INFORMATION

Websites:

La Sierra University

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

English & Communication

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

Department Contact:

Advisors:

Mary Wilson, Ph.D.

Christine Law, Ph.D.

Dan Tinianow, Ph.D.

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
Center for Student Academic Success
Sierra Vista Hall, Room 114
(951) 785-2452**

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