



Bachelor of Arts in Communications

College of Communications

Why should I major in communications at Cal State Fullerton?

The most exciting and challenging fields in today's global, interactive world involve communication. High-profile professions in advertising, entertainment, journalism, photography and public relations offer rewarding careers to people who possess the right skills. The B.A. in communications at Cal State Fullerton prepares you for a career by offering:

Great Credentials - Our award-winning concentrations make the Department of Communications one of the top-performing and largest programs in the nation.

Outstanding Faculty - Our faculty members are experienced professionals, hold advanced degrees from prestigious universities, contribute to scholarly journals and conferences, and author national textbooks.

Fantastic Students - Our students take top honors in national competitions, and our alumni hold executive and creative positions in major national companies, as well as small private firms.

Internet Access - All registered students have e-mail access, and our computer labs link each student to the World Wide Web.

Flexibility - Classes meet to coincide with your work schedules, both during the day and in the evening. For your convenience, we also offer some sections at our El Toro Campus. Find out about our "guaranteed four-year graduation" when you enter as a freshman.

What is a communications major?

A communications major is a person who is creative, intelligent, highly motivated and wishes to pursue a career in mass media, such as designing advertisements, planning entertainment, writing news for print-broadcast-online media, capturing and processing images, or managing corporate crises. Communications majors receive the preparation and hands-on training required for lifelong careers that shape the nation's culture.



CALIFORNIA STATE UNIVERSITY, FULLERTON

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The California State University

What types of career opportunities are available?

Each of our five concentrations prepares you for a specific career path. Communications majors work at advertising agencies, or they may work as Web page designers, media planners, researchers and hi-tech creatives—jobs that are very much in demand right now. Our graduates also work in the entertainment field, conduct theme park promotions, and write publicity for professional sports teams. Communications graduates help promote the performing arts, take action photographs for magazines and work in the music business. Potential employers also include non-profit organizations, automobile makers and the fashion industry, as well as national newspapers and news networks. In fact, just about every type of business, from accounting firms to zoos, hires our majors for their creative talent, promotional skills or production expertise.

What courses are required for a communications major?

All communications majors take 12 units of core courses and an internship that prepare them to graduate in one of five concentrations. Core courses include:

Mass Communications In Modern Society (Comm 233) provides an introduction to mass media and their impact on our daily lives. This lecture class features videos, readings and guest speakers.

Communications Law (Comm 407) provides a thorough understanding of First Amendment and Supreme Court guidelines for media communications.

History And Philosophy Of American Mass Communications (Comm 425) gives students a foundation in media history and the ideas behind current practices.

One Elective (3 units) can be selected from options such as visual communications, media ethics or effects, research, communications technologies, global media systems and persuasive communications.

Mass Media Internships (Comm 495) gives you the opportunity to apply your knowledge in a professional setting at an agency, company, or organization while working in a job similar to the one you want. You will spend 150 hours in on-the-job training. Many interns are invited to become employees when they graduate.

Each concentration offers 24 units of required courses and electives (including internship). Twelve units of collateral courses taken outside communications, or an approved minor, complete the program. A list of required courses for each concentration is provided here; see the catalog for a detailed description of each course. We offer a full complement of courses for both day and evening students.

Advertising

- COMM 350 Principles of Advertising (3)
- COMM 351 Writing for the Advertising Industry (3)
- COMM 352 Advertising Media (3)
- COMM 353 Advertising Creative Strategy and Execution I (3)
- COMM 451 Advertising Campaigns (3)
- Two advertising electives (6)

Entertainment Studies

- COMM 101 Writing for Mass Media (3)
- COMM 346 Introduction to Entertainment and Tourism Studies (3)
- COMM 446 Entertainment and Society (3)
- COMM 449 Capstone Course in Entertainment and Tourism Studies (3)
- Three entertainment electives (9)

Journalism

- COMM 101 Writing for Mass Media (3)
- COMM 203 Introduction to Visual Journalism Production (3)
- COMM 338 News Media Production (3)
- Four electives in one of three emphases (12)
Print Journalism, Broadcast Journalism, Visual Journalism

Photocommunications

- COMM 101 Writing for Mass Media (3)
- COMM 217 Introduction to Photography (3)
- COMM 319 Photojournalism (3)
- COMM 321 Advanced Color Photography (3)
- Three photocommunications electives (9)

Public Relations

- COMM 101 Writing for Mass Media (3)
- COMM 361 Principles of Public Relations (3)
- COMM 362 Public Relations Writing (3)
- COMM 464 Public Relations Management (3)
- Three public relations electives (9)

What courses will transfer from my community college?

Many of your courses will transfer as general education classes. Any course that is equivalent to Mass Communications in Modern Society will replace Comm 233. In addition, if the concentration you select has any 100- or 200-level courses, you may transfer those from a community college (101, 201, 202, 203, 217). Consult your college's articulation document for specifics. While 200-level courses completed at a community college will not transfer for credit as 300-level courses of the same title, they may have prepared you to challenge a course through testing. Check with your communications adviser for details.

What scholarships are available?

Each year, thousands of dollars are available to communications majors with junior- and senior-class standing in every concentration. Check the information in our department office for application dates and qualifications, and be sure to apply. Every major in good standing has a chance to receive an award recognizing outstanding performance, potential for success or scholarship.

What activities can I join?

All concentrations have co-curricular organizations that offer students additional opportunities for learning, growth, service to society and involvement in the university community. If you want to meet and get to know others interested in similar organizations, plan to join:

- Ad Club
- American Advertising Federation (AAF)
- Entertainment Studies Club
- International Association of Business Communicators (IABC)
- National Press Photographers Association (NPPA)
- Public Relations Student Society of America (PRSSA)
- Society of Professional Journalists (SPJ)

You can also be part of producing the *Daily Titan*, our campus newspaper, or participate in programming for the Titan Channel or Titan Internet Radio. Communications students receive regional and national awards, which is one reason our program is ranked so highly around the country. If you want to be involved, we'll find a place to use your talents and hone your skills.

Who advises me?

Concentration advisers are available to answer questions about our areas of study. Visit our website for more information or to contact a faculty or staff member via e-mail. Each concentration has full-time faculty members who act as advisers to new and continuing students. Advisement takes place during instructors' office hours for your convenience. In addition, you're free to choose an adviser whose interests coincide with your own. If you attend the department orientation, follow our program outline, and meet with an adviser regularly, you will stay right on schedule.

How can I learn more?

The Department of Communications and its concentrations have their own Web pages to introduce faculty members and describe courses, graduation requirements, internships and other opportunities for student involvement. We encourage you to use the Internet; however, we suggest you visit us in person, speak to a concentration adviser, and check out our student bulletin boards.

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