A Course of Study for  
COMMUNICATION STUDIES AA-T

Communication and Media Studies majors will learn the dynamics of communication between and among individuals, groups and cultures, and/or the media. Communication integrates courses in interpersonal, intercultural, organizational and mass communication and public relations. There is a wide range of employment possibilities for students trained in Media Studies in business, sales, public and personnel relations, and advertising. Students can prepare for careers in media news writing and editing, announcing, programming, publicity, community relations, directing and public relations.

Speech and Communication Studies majors pursue a variety of careers depending on their interests. Public relations and advertising firms, health care organizations, government and educational institutions, entertainment companies, social service groups, and media-based firms are just some examples of organizations having a need for people with highly developed interpersonal and technical communication skills. Some of the current career titles include communication consultant, public information officer, public relations specialist, political consultant, press secretary, labor relations specialist, public opinion researcher, news producer, speech/language pathologist, speechwriter, advertising account executive, media manager, human resources manager, mediator, special events coordinator and development officer/fund raiser.

Because of the focus on interpersonal, professional, and intercultural communication skills, this major may also lead to many other careers. For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

PROGRAMS OFFERED
- Transfer Preparation
- Communication Studies Associate Degree for Transfer (18 units)
- Related Area: Journalism
- Related Area: Media Studies

TRANSFER PREPARATION
Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at assist.org.

A listing of private, nonprofit California colleges and universities can be found online at aiccu.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.

The University of California system has a transfer pathway for any UC campus that offers Communication. For more information, visit pathwaysguide.universityofcalifornia.edu

SMC offers the Communication Studies Associate Degree for Transfer. Students completing this degree are eligible for priority transfer admission consideration in the majors at the California State University campuses listed below. In addition, you will be required to complete no more than 60 semester/90 quarter CSU units of coursework after transfer to complete your baccalaureate degree.
NOTE: If you are considering transfer to a UC, private, or out-of-state school, please consult a counselor before applying to transfer, as the transfer requirements may be different from those required for the Communication Studies AA-T.

Below are the CSU campuses and majors accepting this Transfer degree. This list is subject to change without notice. For the most current list, go to calstate.edu/transfer/adt-search/search.shtml

- Channel Islands: Communication – Environmental Communication, BA
- Channel Islands: Communication – Health Communication, BA
- Channel Islands: Communication – Organizational Communication Emphasis, BA
- Chico: Communication Studies – Communication and Public Affairs, BA
- Chico: Communication Studies – Organizational Communication, BA
- East Bay: Communication – Media Production, BA
- East Bay: Communication – Professional, Public and Organizational Communication, BA
- Fresno: Communication – General, BA
- Fullerton: Communication Studies – General, BA
- Fullerton: Communications – Advertising, BA
- Fullerton: Communications – General, BA
- Fullerton: Communications – Entertainment and Tourism Communications, BA
- Fullerton: Communications – Photocommunications, BA
- Fullerton: Communications – Public Relations, BA
- Humboldt: Communication – General, BA
- Long Beach: Communication Studies – Communication, Culture, and Public Affairs, BA
- Long Beach: Communication Studies – General, BA
- Long Beach: Communication Studies – Interpersonal and Organizational Communication, BA
- Los Angeles: Communication – Communication for Social Change, BA
- Los Angeles: Communication – Intersecting Identities and Relationships, BA
- Los Angeles: Communication – Mass Communication (Advertising and Public Relations), BA
- Monterey Bay: Human Communication – Practical and Professional Ethics, BA
- Monterey Bay: Human Communication – Writing and Rhetoric, BA
- Northridge: Communication Studies – General, BA
- Pomona: Communication – Organizational Communication, BS
- Sacramento: Communication Studies – Digital Media, BA
- Sacramento: Communication Studies – General Communication, BA
- Sacramento: Communication Studies – Organizational Communication, BA
- Sacramento: Communication Studies – Public Relations, BA
- San Bernardino: Communication – Human and Organizational Communication, BA
- San Bernardino: Communication – Media Studies, BA
- San Bernardino: Communication – Public Relations, BA
- San Diego: Communication – Applied Arts, BA
- San Diego: Health Communication – Health Communication – General, BS
- San Francisco: Communication Studies – Communication Studies – General, BA
- San Jose: Communication Studies, BA
- San Jose: Humanities – Liberal Arts, BA
- San Marcos: Communication – General, BA
- Sonoma: Communication Studies – General, BA
- Stanislaus: Communication Studies – Public Communication and Media Track, BA
- Stanislaus: Communication Studies – Relational and Organizational Communication Track, BA
- Stanislaus: Gender Studies – Culture, Ideology, and Representation, BA
- Stanislaus: Gender Studies – Ethnicity, Nationality, and Sexuality, BA
- Stanislaus: Gender Studies – History, Society, and Inequality, BA
ASSOCIATE DEGREE IN COMMUNICATION STUDIES FOR TRANSFER TO THE CSU
The Associate in Arts for Transfer (AA-T) is designed to facilitate transfer admission to a CSU in a similar major. If
you are considering transfer to a UC, private, or out-of-state school, consult a counselor regarding the transfer
requirements of that institution.

Associate Degree for Transfer Requirements:
- completion of at least 60 CSU-transferable semester including:
  - completion of the Area of Emphasis with a grade of C or higher in each course or with a P if the course
    was taken on a Pass/No Pass basis, and the P is equal to a C or higher (Title 5 §55063)
  - completion of either CSU GE or IGETC; students transferring to CSU using IGETC must complete Area
    1C (see www.smc.edu/articulation or visit the Transfer/Counseling Center)
  - a minimum of 12 degree applicable semester units completed at SMC
  - a minimum overall GPA of 2.0 in all CSU-transferable units Note: while a minimum GPA of 2.0 is
    required for admission to a CSU, some majors/campuses may require a higher GPA. Please consult with
    a counselor for details.)

CATALOG RIGHTS
A student may satisfy the requirements of a degree that were in effect at any time of the student’s continuous
enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until
completion.
COMMUNICATION STUDIES, ASSOCIATE DEGREE FOR TRANSFER

Upon completion of the Associate in Arts in Communication Studies for Transfer (AA-T), students will have a strong academic foundation in the field and be prepared for upper-division baccalaureate study. Completion of the degree indicates that the student will have satisfied the lower division requirements for transfer into Communication Studies or similar majors for many campuses in the California State University system.

Students pursuing the Associate in Arts in Communication Studies for Transfer will demonstrate, through written and oral academic work, knowledge of communication principles, concepts, and theories and be prepared to pursue further study in communication studies or a similar major at the baccalaureate level at the California State University.

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and demonstrate the relationship between speaker, audience, message, and medium in a variety of communication contexts. Students will also be able to identify, analyze, and demonstrate appropriate conflict management styles in both interpersonal and intercultural forums.

AREA OF EMPHASIS: (18 UNITS)

**Required Course:** (3 units)

- COM ST 11, Elements of Public Speaking (3)

**LIST A:** Select 2 courses from the following: (6 units)

- COM ST 16, Fundamentals of Small Group Discussion (3)
- COM ST 21, Argumentation (3)
- COM ST 35, Interpersonal Communication (3)

**LIST B:** Select 2 courses from the following: (6 units)

Any course not already used above and/or:

- COM ST 12, Persuasion (3)
- COM ST 14, Oral Interpretation: Performing Literature Across Cultures (3)
- COM ST 30, Introduction to Communication Theory (3)
- COM ST 37, Intercultural Communication (3)
- ENGL 2, Critical Analysis and Intermediate Composition (3)
- FILM 1, Film Appreciation Introduction to Cinema (3)
- MATH 54, Elementary Statistics (4)
- MEDIA 1, Survey of Mass Media Communication (3)
- PSYCH 5, The Psychology of Communication (3)

**LIST C:** Select 1 course from the following: (3 units)

Any course not already used above or any one of the following:

- ANTHRO 2, Cultural Anthropology (3)
- COM ST 9, Introduction to Communication Studies (3)
- COM ST 13, Voice and Diction (3)
- COM ST 20, Agitational and Protest Communication (3)
- COM ST 31, Research Methods for Communication Studies (3)
- COM ST 36, Gender and Communication (3)
- ENGL 2, Critical Analysis and Intermediate Composition (3)
- HIST 1, History of Western Civilization I (3)
- HIST 2, History of Western Civilization II (3)
- JOURN 1, The News (3)
- PSYCH 1, General Psychology (3)
- SOCIOl 1, Introduction to Sociology (3)
- SOCIOl 1s, Introduction to Sociology – Service Learning (3)