A Course of Study for
COMMUNICATION - Transfer

Communication majors will learn the dynamics of communication between individuals, groups and cultures and their application to 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 the theory of communication 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.

This major may also lead to many other careers. For additional possibilities, visit the Career Services Center on campus to utilize computerized career information systems and other valuable career resources.

TRANSFER
Students planning to transfer to a four-year college should complete the lower-division major requirements and the general education pattern for the appropriate transfer institution. Santa Monica College has articulation agreements for this major with the following UC, CSU, and private institutions. Exact major requirements for these and other UC and CSU campuses can be found online at www.assist.org. Articulation agreements with private institutions can be found online at www.smc.edu/articulation.

UNIVERSITY OF CALIFORNIA, BERKELEY
B.A. MASS COMMUNICATION: HISTORY 12; POLITICAL SCIENCE 1; COMMUNICATION 1; select one course from the following: ANTHROPOLOGY 2; ECONOMICS 1 and 2; PSYCHOLOGY 1; SOCIOLOGY 1
The Mass Communications major at Berkeley is not a media production major. Rather, it uses perspectives from the social sciences and humanities to examine the mass media.

Admission to Berkeley does not guarantee admission to a particular major. Students must submit a separate application to the department after arrival at Berkeley. Departmental-level admission to the Mass Communications major is competitive. Students must present strong grades in prerequisite courses. Additionally, students who have completed 70 semester units or more or whose grade point average in the prerequisite and other relevant courses falls below a 3.2 must submit a graded research paper (at least 5 pages in length) with their application in order to demonstrate that they possess the critical writing and research skills necessary to succeed in upper division courses. AP scores cannot be used to satisfy the major prerequisites.

UNIVERSITY OF CALIFORNIA, DAVIS
A.B. COMMUNICATION: MATH 54; PSYCHOLOGY 1; SOCIOLOGY 1; SPEECH 1
Transfer students wishing to transfer in this major must complete the listed courses with a cumulative grade point average of at least 3.0 with no grade less than a C.

UNIVERSITY OF CALIFORNIA, LOS ANGELES
B.A. COMMUNICATION STUDIES: COMMUNICATION 1 and SPEECH 5; MATH 54; SPEECH 1; select three courses from the following: POLITICAL SCIENCE 1; PSYCHOLOGY 1; SOCIOLOGY 1; ECONOMICS 1 or 2
This major is highly selective; applications undergo review by faculty in the Communication Studies Department. A minimum UC transferable cumulative grade point average of 3.5 is required for faculty review. At least four courses must be completed before you apply. For more information regarding this major go to www.commstudies.ucla.edu.

CALIFORNIA STATE UNIVERSITY, FULLERTON
B.A. COMMUNICATIONS: COMMUNICATION 1
Select a concentration:
ADVERTING: no additional courses articulated
ENTERTAINMENT STUDIES: add JOURNALISM 1
PHOTOCOMMUNICATIONS: add JOURNALISM 1; JOURNALISM 21 or PHOTOGRAPHY 13
PUBLIC RELATIONS: add JOURNALISM 1

CALIFORNIA STATE UNIVERSITY, LONG BEACH
B.A. COMMUNICATION STUDIES: SPEECH 1 or 3; 5, 6, 11

CALIFORNIA STATE UNIVERSITY, LOS ANGELES
B.A. COMMUNICATION: ENGLISH 2, SPEECH 4, 5, 6, 11

ADDITIONAL INFORMATION ON REVERSE. SUBJECT TO CHANGE WITHOUT NOTICE.
*www.assist.org
*Please access the above web-site for the most updated articulation information.
**SAN DIEGO STATE UNIVERSITY**

**GENERAL COMMUNICATION:** SPEECH 1 or 2 or 6; SPEECH 11; COMMUNICATION 1

General communication is an impacted program. To be admitted to the general communication program, students must meet the following criteria:

- A. Complete with a minimum grade point average of 2.75 and a grade of C or higher: SPEECH 11 and COMMUNICATION 1. These courses cannot be taken for credit/no credit;
- B. Complete the general education oral communication requirement with a grade of C (2.0) or higher: SPEECH 1 (highly recommended) or 2 or 6;
- C. Complete a minimum of 60 transferable semester units and a maximum of 90 semester units.
- D. Have a cumulative grade point average of 2.75 or higher.

**EMPHASIS IN ADVERTISING OR EMPHASIS IN PUBLIC RELATIONS:** COMMUNICATION 1; ECONOMICS 2; POLITICAL SCIENCE 1

The advertising emphasis is designated as an impacted program. To be admitted to the upper division advertising emphasis, students must meet the following criteria:

- A. Complete with a minimum grade point average of 2.85 and a grade of C or higher: COMMUNICATION 1; ECONOMICS 2; POLITICAL SCIENCE 1; SDSU Journalism 220, and SDSU Political Science 101. These courses cannot be taken for Pass/No Pass;
- B. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- C. Complete a minimum of 60 transferable semester units and a maximum of 90 semester units.
- D. Have a cumulative grade point average of 2.75 or higher.

Santa Monica College has articulation agreements for this major (see www.smc.edu/articulation for exact requirements) with the following private and out-of-state institutions:

**ALLIANT INTERNATIONAL UNIVERSITY**

B.A. COMMUNICATION/MARKETING/PUBLIC RELATIONS: COMMUNICATION 1 or 10

General education requirements are listed on a separate sheet available in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

**JOHN CABOT UNIVERSITY, ROME, ITALY**

COMMUNICATIONS: SPEECH 1; FILM STUDIES 1

This university is U.S. regionally accredited. See www.smc.edu/articulation for general education admission requirements.

**LOYOLA MARYMOUNT UNIVERSITY**

B.A. COMMUNICATION STUDIES: SPEECH 1, 6, 11

General education requirements are listed on a separate sheet available in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

---

ADDITIONAL INFORMATION ON REVERSE. SUBJECT TO CHANGE WITHOUT NOTICE.

*www.assist.org

*Please access the above web-site for the most updated articulation information.*
UNIVERSITY OF SOUTHERN CALIFORNIA (USC) - ANNEBERG SCHOOL

The Annenberg School of Journalism offers Bachelor of Arts degrees in Communication, Journalism and Public Relations. Admission is competitive. The quality and rigor of the student’s undergraduate academic coursework are primary considerations in the review process. Detailed information can be found at: [http://annenberg.usc.edu/Prospective/Undergraduate.aspx](http://annenberg.usc.edu/Prospective/Undergraduate.aspx)

**ANNENBERG ADMISSION RECOMMENDATIONS**

- Satisfy USC’s transfer requirements in English and Math. (SMC English 2 and Math 18 or 20 or intermediate algebra in high school) Refer to the website cited above.
- Complete General Education categories 1, 2, 3, and 5 and the Diversity core requirement. (see [www.smc.edu/articulation](http://www.smc.edu/articulation))
- Complete one semester (or two quarters) of college/university foreign language coursework before transferring. If you are fluent in another language, please indicate that language proficiency on your résumé.
- Submit one letter of recommendation from a college/university instructor or academic advisor. Letters from high school teachers or counselors are not accepted.
- Submit a one page Statement of Intent with your application if you are applying to the Journalism or Public Relations majors. This statement is your opportunity to discuss your motivation for pursuing a major in Journalism or Public Relations at USC and to describe your future career goals and aspirations.
- Complete no more than 40 units for the Journalism or Public Relations major and no more than 64 units for the Communication major. Contact your USC admission counselor (refer to the USC Admission website to determine the name and contact information) if you have completed 24 units or fewer for admission advice.

**ADDITIONAL CRITERIA**

The USC Annenberg School admissions committee also considers the following factors:

- Strong writing skills demonstrated in essays and grades in college English Composition courses.
- Interest and commitment to major demonstrated by internships, employment, student clubs and organizations, or community service.
- Leadership in campus organizations, student government, community service, or clubs.
- Employment, family responsibility and other circumstances that may have impacted your academic performance.
- Non-traditional or returning adult students with weaker academic performance in early college experience and strong grades (A’s and B’s) in more recent transferable coursework.
- Coursework that may be helpful for upper division classes, such as college statistics for Communication majors.