Skills Competency Award Requirements
Students must complete all courses with a grade of C or higher or Pass. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Total Units Required: 15-15.5

<table>
<thead>
<tr>
<th>Current Course No.</th>
<th>Previous Course No.</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 171</td>
<td>(none)</td>
<td>Mass Media and Society</td>
<td>3.0</td>
</tr>
<tr>
<td>COMP 139</td>
<td>(none)</td>
<td>Social Networking for Business AND</td>
<td>0.5</td>
</tr>
<tr>
<td>COMP 271</td>
<td>(COMAP 271/OIS 200/BOE 3)</td>
<td>Business Communication OR</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 161</td>
<td>(27)</td>
<td>Communication in Organizations</td>
<td>3.0</td>
</tr>
<tr>
<td>JOUR 101</td>
<td>(JOURN 101/1)</td>
<td>Reporting/Writing I</td>
<td>3.0</td>
</tr>
<tr>
<td>JOUR 135</td>
<td>(none)</td>
<td>Public Relations OR</td>
<td>3.0</td>
</tr>
<tr>
<td>MKT 135</td>
<td>(none)</td>
<td>Public Relations</td>
<td>3.0</td>
</tr>
<tr>
<td>MKT 101</td>
<td>(1)</td>
<td>Introduction to Marketing</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Additional Program Information
For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Patricia Stark, Journalism Department Chair, 965-0581, Ext. 2378, or Julie Brown, Marketing Department Chair, Ext. 3599.
### Associate Degrees and Certificates of Achievement (In alphabetical order)

- Accounting (AS)
- Accounting/Assistant Bookkeeper IV (C)
- Administration of Justice (AA/AS/C) – 3 emph. avail (AS&C), 1 (AA)
- Administration of Justice for Transfer (AS-T)
- Alcohol and Drug Counseling (AA/C)
- American Sign Language (AA)
- Animation and Gaming (AA/C)
- Anthropology (AA)
- Anthropology for Transfer (AA-T)
- Applied Photography (AA/C)
- Art (AA) – 2 emphases available
- Art History for Transfer (AA-T)
- Associate Child Care Teacher (C)
- Automotive Services & Technology (AS/C)
- Biological Sciences (AA)
- Black Studies (AA)
- Business Administration (AA/C) – 3 emphases available for AA, 2 for C
- Business Administration for Transfer (AS-T)
- Cancer Information Management (AS/C)
- Chemistry (AA)
- Chicano Studies (AA)
- Commercial Music (C)
- Communication (AA) - 2 emphases available
- Communication Studies for Transfer (AA-T)
- Computer App. & Office Mgmt (AS/C) – 2 emphases available
- Computer Information Systems (AS) – Emph. in System Admin. available
- Computer Network Engineering (AS/C)
- Computer Science (AS/C)
- Construction Technology (AS/C)
- Cosmetology (AS/C)
- Creative Writing (C) – 2 emphases available
- Culinary Arts (AS/C)
- Database Programming and Applications Development (C)
- Diagnostic Medical Sonography (C)
- Diversity Issues in ECE (C)
- Drafting/CAD (AS/C)
- Early Childhood Education (AS/C)
- Early Childhood Education for Transfer (AS-T)
- Economics (AA)
- Economics for Transfer (AA-T)
- Elementary Teacher Education (AA-T)
- Engineering (AA/AS)
- English (AA)
- English for Transfer (AA-T)
- Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C
- Environmental Studies (AA)
- Ethnic Studies (AA)
- Film Production (AA)
- Film and Media Studies (AA)
- Finance (AA/C)
- French (AA)
- Geography (AA)
- Geography for Transfer (AA-T)
- Geological Sciences (AS)
- Geology for Transfer (AS-T)
- Global Studies (AA)
- Graphic Design & Photography – Graphic Design Conc. (AA/C)
- Health Information Technology (AS)
- Healthy Aging (AA)
- History (AA)
- History for Transfer (AA-T)
- Honors (C/C with highest honors) – 2 emphases available
- Hospitality (AS/C)
- Infant/Toddler Development (C)
- Interior Design (AA/C)
- International Business (AA/C)
- Introduction to Graphic Design (C)
- Journalism (AA/C)
- Journalism for Transfer (AA-T)
- Kinesiology for Transfer (AA-T)
- Law & Society (AA) - Emphasis in Criminal Justice available
- Liberal Arts (AA) – Emphasis in Biomedical Sciences
- Liberal Arts & Sciences (AA) – 3 emphases available
- Liberal Studies (AA) – Emphasis in Education
- Marine Diving Technician (AS/C)
- Marketing (AA/C)
- Mathematics (AA)
- Mathematics for Transfer (AS-T)
- Media Arts (AA/C)
- Medical Coding Specialist (C)
- Middle East Studies (AA)
- Music (AA)
- Native American Studies (AA)
- Natural History (AA)
- Nursing - ADN (AS)
- PC Support/Network Management (C)
- Philosophy (AA)
- Philosophy for Transfer (AA-T)
- Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
- Physics (AA/AS)
- Physics for Transfer (AS-T)
- Political Science (AA)
- Political Science for Transfer (AA-T)
- Post-Professional Practice in ADC (C)
- Psychology (AA)
- Psychology for Transfer (AA-T)
- Radiography (AS)
- Real Estate (AS/C)
- School-Age Care (C)
- Sociology (AA)
- Sociology for Transfer (AA-T)
- Spanish (AA)
- Spanish for Transfer (AS-T)
- Studio Arts for Transfer (AA-T)
- Theatre Arts (AA) – 3 emphases available
- Theatre Arts for Transfer (AA-T)
- Transfer – CSU General Education Breadth Pattern (C)
- Transfer – IGETC (C)
- Vocational Nursing (AS/C)
- Wastewater Technology Education (C)
- Water Technology Education (C)
- Water Technology Education (C)

### Key:
- (AA)=Associate in Arts
- (AA-T)=Associate in Arts for Transfer
- (AS)=Associate in Science
- (AS-T)=Associate in Science for Transfer
- (C)=Certificate of Achievement

### Skills Competency Award in Public Relations

**2016-17**

**Skills Competency Award in Public Relations**

Upon completion of the Skills Competency Award in Public Relations, the following competencies will be achieved:

- Identify the definitions of and relationships between Public Relations (PR), Marketing, Mass Media, Social Media and Journalism.
- Demonstrate the steps in strategic planning for Marketing and PR, including developing goals, strategies, and tactics; conducting research, tracking and evaluation; identifying audiences and fashioning appropriate messaging; and fashioning campaign tools and executing plan tactics.
- Exhibit the ability to create written PR tools, including press releases, collateral materials (such as biographies and fact sheets), public service announcements, photo captions, photo opps, and pitch letters, brochure and website content, among others.
- Apply in written work the key elements of news writing style: active writing, brevity and clarity; the use of active voice and professional tone; application of journalistic procedures and news judgment; and use of inverted triangle format. Produce materials with a minimum of errors, reflecting use of prewriting, proofreading and revision.
- Identify current trends and developments in PR, marketing and mass media, particularly the impact of use of social media.
- Explain what makes “news” in the various media and constitutes a newsworthy PR pitch in each, taking into account the role, organization and influence of the mass media in shaping U.S. culture and society.
- Exhibit oral communication skills in regards to pitching stories, making oral presentations and/or in interviews.
- Demonstrate problem-solving skills, creative and critical thinking, professional ethics, and the ability to work cooperatively in interpersonal and small group settings to successfully accomplish tasks.

**Job Opportunities**

This SCA enhances students' ability to obtain entry level jobs in Public Relations and Advertising Agencies, nonprofit organizations, government agencies and all sectors of the business world.

**SBCC: Your Open Door to Educational Excellence**