Choosing the Right Communication Program
Prepared by the SBCC Academic Counseling Department (updated 9/13)

The Communication degree is widely recognized as the backbone of a myriad of fields. In addition to the more familiar media and business applications, communication skills have been earmarked as important in law, government, and international relations; in health and human and social services; in education; in working with speech and language disorders; in information sciences; and in arts and entertainment.

A degree in communication opens doors to:
- **Advertising or Publicity and Promotion** by providing you the knowledge of how to reach and influence consumers.
- **Public Relations** by giving you an understanding of how to penetrate public awareness; to mold and respond to public opinion.
- **Corporate Troubleshooting or Training** by developing problem solving and group management skills.
- **Journalism** by strengthening your writing and editing techniques.

Career Options for Communication Majors:
- **Corporate Communications** - The simplest definition of communication is “getting the word out”. Corporations need to get the word out in many ways: in-house, through newsletters, memos, position papers, corporate training, and workshops. And to the public or consumers through conventions, advertisements, publicity campaigns, community relations or media contacts.
- **Media** - Media or mass communication is about getting the message out to inform, educate and entertain the public.
- **Consumer Communication** - This field focuses on consumers and the many ways to reach them through advertising, utilizing print, film, broadcasting, the internet, public appearances and other creative channels.
- **Communication Disorders** - Individuals in this field work with people who suffer from a wide range of communication disorders, including speech, hearing and language pathology, educational, developmental and physical disabilities.

The UCSB communication major website lists professions popular with Communication majors and associated job titles.

- **Advertising** - Advertising Manager, Marketing Specialist, Copy Writer, Sales Manager, Media Planner, Media Buyer, Media Sales Representative, and Public Opinion Researcher.
- **Public Relations** - Publicity Manager, Press Agent, Public Affairs Specialist, Fund Raiser, Writer, and Audience Analyst.
- **Electronic Media & Broadcasting** - Broadcasting Station Manager, Film Editor, News Director, Technical Director, News Anchor, Announcer, Casting Director, Producer, and Talk Show Host.
- **Journalism** - Reporter, Editor, Newscaster, Author, Technical Writer, Media Interviewer, and Acquisitions Editor.
- **Law** - Public Defender, Lawyer, District Attorney, Paralegal, Legal Secretary, and Legal Educator.
- **Government/Politics/International Relations** - Public Information Officer, Speech Writer, Legislative Assistant, Campaign Director, Program Coordinator, Lobbyist, Press Secretary, Elected Official, Corporate Representative, Translator, Tour Coordinator, Foreign Relations Officer, Diplomat, Foreign Correspondent, and Host/Hostess for Foreign Dignitaries.
- **Social and Human Services** - Social Worker, Counselor, Human Rights Officer, Community Affairs Liaison, and Religious Leader.
- **Education** - Teacher, Counselor, Researcher, Administrator, Alumni Officer, Admissions or Placement Officer, Recruiter.
- **Health** - Educator, Counselor, Hospital Director of Communication, Research Analyst, Training Supervisor, Hospice Manager, and Drug Rehabilitation Counselor.
- **Business** - Sales Representative, Executive Manager, Personnel Manager, Public Information Officer, Director of Corporate Communication, Human Resources Manager, Mediator, Buyer, Trainer, Systems Analyst, Copywriter, and Performance Assessor.
- **Sports Management** - Facilities Manager, Marketing Director, Player Liaison, Foreign Market Researcher, and General Manager.

**Three Associate Degrees in Communication are offered at SBCC**

Santa Barbara City College has an excellent Communication Department which focuses on communication in a variety of settings, such as interpersonal, small group, professional, public speaking, mass media and intercultural communication. In addition, instruction is available in argumentation, debate, communication theory and research methods. Many communication majors may also earn the AA degree in Liberal Arts & Sciences: Social & Behavioral Sciences emphasis.

The AA with a **Communication Science Emphasis** aligns with UCSB. Required courses in the major include: Comm. 101, 288, 289, Math 117 or Psych 150 and two of the following courses: Comm. 121(or 122),131,141,151,171,235 or Journalism 101. SBCC GE Areas A-F must be completed.

The AA with an **Applied Communication Emphasis** aligns with many CSU major preparation classes. Required courses in the major include: Communication 121or 122, 131, 141, 161 or 162 and two of the following courses: Comm. 101,151,171, 235 or Journalism 101. SBCC GE Areas A-F must be completed.

The AA-T **Communication Studies for Transfer** aligns with the CSU system. Required courses in the major include Comm. 131; two from Comm. 121, 141 or 235; and three other electives from the list. CSU GE or IGETC (for CSU) must be completed instead of SBCC GE Areas A-F.
Preparring for Transfer

There are almost as many names for communication programs as there are job possibilities. Most colleges and universities offer Communication as a major. In some institutions you will find the communication major within the college of liberal arts or social sciences, others have separate schools, disciplines or majors. Many have areas of specialization, concentration or emphasis. Some of these include: Communication Studies or Science, Speech, Mass Communications, Mass Media, Media Studies, Intercultural Communication, Rhetoric, Journalism, Advertising, Public Relations, or Communication Disorders. Generally, UC campuses offer a more broad research perspective with a social science emphasis focusing on how the media affects society. Most CSU campuses are more applied, vocational programs designed as training in advertising, journalism, media production and public relations.

Popular Transfer Programs for SBCC Students at the UC and CSU

**UC Santa Barbara**: The BA degree in Communication is concerned with human communication theory research and application. Undergraduate coursework in interpersonal, media and organizational communication is offered. This is the most popular major for SBCC transfer students. SBCC is the only California Community College offering all the preparation for the major. We advise students to complete all the courses for the major at SBCC. Students who leave any of these courses for completion at UCSB after transfer will be held to the 3.0 GPA requirements for admission into the upper division major.

**UC Los Angeles**: The BA in Communication Studies provides a comprehensive knowledge of the nature of human communication, the symbol systems, environment, and effects of the media drawing from the social sciences, humanities and the fine arts. This very impacted program accepts less than 10% of those who apply. To be competitive, all six major preparation courses and IGTEC should be completed with a high GPA. The Transfer Alliance Program (TAP) priority consideration with the SBCC Honors program does not apply for this major.

**UC Berkeley**: Media Studies is a major in the Undergraduate and Interdisciplinary studies program in the College of Letters and Sciences. The major is not media production, but rather, it uses perspectives from the social sciences and humanities to examine the mass media. It is a highly selective major; to be competitive, all specific coursework and IGTEC need to be completed by the end of the spring semester prior to fall transfer with a high GPA (minimum 3.2). AP scores cannot be used to satisfy the major prerequisites.

**UC San Diego**: Communication at UCSD is a field of study that emphasizes the role of different technologies of communication, from language to writing to television to computers, in mediating human experience. It draws from such social science disciplines as anthropology, psychology, sociology, and political science, and from the humanities and fine arts, including theater, literature, and visual arts. The communication major is not designed as a training program in advertising, journalism, production, or public relations. It provides students with a solid liberal arts background necessary for graduate studies in communication and other disciplines, and for professional work in a number of communication-related fields, including primary and secondary education. No lower division courses are required to be taken at SBCC.

**UC Davis**: The study of communication focuses on how people produce and process messages, and how their message options and decisions affect others’ thoughts, attitudes, and behaviors. Societies, institutions, organizations, groups, families, friendships, romances, and everyday human encounters are constituted by - and through - both face-to-face and mediated communication. These social arrangements flourish or flounder as a consequence of the communication events and episodes of which they are comprised. Thus, the study of communication principles and processes can be fascinating as theory and invaluable in practice. The communication program is founded on the assumptions and methods of contemporary social and behavioral science, and places a strong emphasis on the application of theory and research to the practical real-life problems and dilemmas that confront humans in their interactions. Courses on such topics as cognition, meaning, relationships, nonverbal behavior, persuasion, mass media effects, research methods, and others examine communication phenomena within such contexts as individual relationships, organizations, health care institutions, demographic groups, and the mass-media.

**CSU Channel Islands**: In the Communication BA, the courses focus on cultural communication and take a language and social interaction perspective. The foundational courses give students background in communication theory and practice; the upper division courses demonstrate a commitment to interdisciplinary studies with three emphases: environment, health and business/nonprofit.

**CSU San Francisco**: The B.A. in Communication Studies examines how people express themselves verbally and nonverbally; how identities are created, performed, and changed; how people listen to others; and how symbols relate to human behavior. It acknowledges, appreciates, and integrates human diversity in its various forms. It studies human communication in culturally and socially diverse contexts. It does so by using a variety of methods and technologies to discover and share knowledge about communication and to analyze, interpret, and perform discourse. Areas of study include language and social interaction, group processes, organizational communication, rhetoric, advocacy, intercultural communication, political communication, public speaking, performance studies, and research methodologies.
Communications B.A. (CSUB, CSUC, CSUDH, CSUFRES, CSULA, CSUSB, CSUSM, HSU, UCSB, UCSD) A.B. (UCD)
Communication B.A. General Communication (SDSU)
Communication B.A. Options in: Media Production, Professional, Public & Organizational Communication (CSUEB)
Communications B.A. Concentrations in: Advertising, Entertainment Studies, Journalism, Photo Communications, Public Relations (CSUFULL)
Communications B.A. Options in Journalism, Media Studies, Public Relations/Advertising (CSUDH)
Communication B.S. Options in: Journalism, Organizational Communication, Public Relations (CPP)
Communication Design B.A. Options in: Graphic Design, Mass Communication Design, Media Arts (CSUC)
Communication Sciences and Disorders B.A. (CSUC)
Communication Disorders B.A. (CSUFRES, CSUFULL, CSULA, CSULB, CSUN, SFSU, SJSU)
Communication Studies B.A. (CPSLO, CSUC, CSULB, CSUN, CSUS, SFSU, SJSU, SSU, UCLA)
Communication Studies B.A. Concentrations in Organizational Communication/Pub Relations, Speech Communication (CSUSTAN)
Communication Studies B.A. Options in: Communication, Culture & Public Affairs, Interpersonal & Organizational Comm. (CSULB)
Communication Studies B.A. Preparation for Teaching (SJSU)
Human Communication B.A. (CSUMB)
Journalism B.A. (CSUC, CSULB, CSUN, CSUS, HSU, SDSU, SFSU)
Journalism B.S. (CPSLO, SJSU)
Journalism B.A. Emphases in: Media Studies, Public Relations, Advertising (SDSU)
Journalism B.A. Option in Public Relations (CSUC)
Literary Journalism B.A. (UCI)
Mass Communication and Journalism B.A. Options in: Advertising, Broadcast Journalism, Digital Media, Electronic Media Production, Photojournalism, Print Journalism, Public Relations (CSUFRES)
Mass Media B.A. (CSUSM)
Media Studies A.B. (UCB)
Rhetoric B.A. (UCB)
Speech Communication B.A. (CSUFULL)
Speech Pathology and Audiology B.S. (CSUEB, CSUS)
Speech, Language and Hearing Sciences B.A. (SDSU)

At least 44 of the 76 Private Universities in California offer Communication as a major

Antioch University Santa Barbara: Antioch offers a BA in Liberal Studies with a concentration in Communication & Media. The recommended (NOT required) preparation courses for the Communication path are: Comm 101, 121, and 131 (9 units); for the Journalism path: Comm 171, Jour 101, and a journalistic publication course (8-9 units); for the Film & TV Production path: FP114, FP 181 and FP175 or 178 (9 units); for the Film Studies path: FS 101, FS 104 or 107, FS 110 or 111 or FS 118 (9 units). Antioch accepts either IGETC or CSU GE for general education. Antioch accepts a maximum of 80 transferable units (lower and upper combined) towards graduation. Students work with faculty mentors to combine areas and topics of interest to create unique concentrations. Field experience, internships, independent studies and practicum courses enable students to put theory into practice.

University of Southern California (USC): Annenberg School for Communication
The School of Communication offers a BA degree and minors in Communication and the Entertainment Industry, Interactive Media and the Culture of New Technologies, Global Communication, Health Communication, Professional and Managerial Communication, and Communication Law and Media Policy. The School of Journalism offers a BA degree in Print Journalism, Broadcast Journalism and Public Relations and minors in Advertising and News Media and Society. USC is highly selective- less than 10% of those who apply to the major are accepted. USC accepts applications for fall only; the average transfer student admitted for fall had a 3.7 GPA, an excellent letter of recommendation and Statement of Intent, and most or all General Education (GE) courses complete. At least one semester of foreign language must be completed prior to transfer; and three semesters of foreign language are required to graduate. English 110, English or Philosophy 111 and Math (107 or high school math may satisfy) are required for admission. GE categories I, II, II and V, and the Diversity requirement should be completed prior to transfer. All required courses in the major must be taken at USC. There is no minimum number of units for admission, only a maximum that will be accepted (64 for Comm. and 40 for Journalism). Go to www.usc.edu to review both undergraduate transfer student admissions and SBCC articulation agreements.

University of San Diego: There are 4 areas of emphasis in the Communication major- 1) Foundations and Contexts, 2) Communication and Contemporary Practice, 3) Images and Influence, and 4) Media Arts and Culture. Recommended SBCC courses include Communication 101, 131, 171, 288 and Journalism 101. IGETC does not waive lower division GE.