

**California State University, Bakersfield**

**Bachelor of Arts in Communications**

**Costs:** Fees are assessed at \$130-\$140 per unit and are subject to change; Application fee \$75; Graduation Fee \$55.

**Units:** 121 quarter units

**Estimated Courses:** Students complete the equivalent of 2 years of lower division coursework at a community college prior to applying for admission to CSUB. Transfer courses will include all lower division general education requirements.

**Lower Division Required Course**

COMM 274 Introduction to Communication studies

**Upper Division Required Courses**

COMM 304 Technical and report writing  
 COMM 309 Theories of Communication  
 COMM 315 Mass Media Law  
 COMM 490 Senior Seminar

**The following for the Computer Imaging Option (15 Units)**

COMM 240 Media Arts  
 COMM 307 Video Production  
 COMM 388 Multi Media

**Ten units selected from the department's offerings in Communication Studies**

COMM 303 Communication Criticism  
 COMM 308 Analyzing Advertising  
 COMM 317 Ethical Issues in the Media  
 COMM 320 Effects of Mass Media Programming  
 COMM 360 Gender and Communication  
 COMM 370 Intercultural Communication  
 COMM 376 Interpersonal Communication  
 COMM 378 Mass Media Organizations  
 COMM 405 Communication in the Organization  
 COMM 435 Health Communication  
 COMM 430 News as Ideology  
 COMM 460 History of Film  
 COMM 477 Special Topics in Communication  
 COMM 485 Media Coverage of Terrorism

**Ten additional Upper Division Units**

Selected in consultation with a faculty advisor from the department's offerings in communications. Students may take courses in any area.

**Public Relations**

303, 305, 312, 317, 335, 370, 376, 377,402,405,407,477 (when relevant),489,496,497,499

**Computer Imaging**

307, 308, 314, 317, 320, 345, 367, 368, 378, 386, 387, 388, 391, 406, 407, 430, 440, 445, 450, 460, 477 (when relevant), 482, 483, 484, 486, 489, 496, 497, 499

Completion of a minor, special minor or augmented major

Up to 5 units of an internship (496, 497), 6 units of activities courses (412, 414, 418, 420, 422), may be counted toward the major.

Completion of the three upper division general education and race/ethnic studies requirements