

# COMMUNICATION B.A. WITH A CONCENTRATION IN PUBLIC RELATIONS

## Program Learning Outcomes

- ORAL COMMUNICATION:** It is expected that students choosing to major in Communication will be able to demonstrate significant oral communication competencies in all types of public presentations. At a minimum, Communication students are expected to be able to choose a topic, gather information, narrow the focus of the topic, and present a logical, cohesive, well-structured, informative or persuasive oration that is 5-10 minutes in length.
- INTERPERSONAL COMMUNICATION:** It is expected that students choosing to major in Communication will develop effective interpersonal communication skills that will enable them to become valued members of dyadic or small group interactions. Effective interpersonal skills are just as important as oral communication skills in encouraging students to continue on a path of life-long learning. Additionally, interpersonal competency is an integral part of all workplace teams and students who demonstrate significant interpersonal competence in this area increase their chances for success both socially and professionally. In keeping with the performative nature of our discipline, Communication students must demonstrate their ability to actively interact verbally and nonverbally with fellow classmates in group and individual problem-solving interactions.
- INTERCULTURAL COMMUNICATION:** Students choosing to major in Communication are expected to become more competent communicators in an intercultural and culturally diverse environment. Intercultural Communication competence can be defined as “the ability to effectively and appropriately execute communication behaviors to elicit a desired response in a specific environment” (Chen & Starosta, 1998, p. 241). At a minimum, our students will be expected to demonstrate through oral, written, and group communication assignments that they understand the complicated nature of intercultural communication.
- CRITICAL ANALYSIS:** Students who choose to major in communication are challenged to develop their critical thinking skills. This competency assumes that students will develop the critical thinking ability to analyze evidence (spoken, written or visual) for its relevance, and be able to draw reasonable conclusions from the information. Critical thinking skills are perhaps the most prolific communication competency in our Department curriculum. Communication students must be able to demonstrate their critical thinking skills through oral and written self-advocacy.
- WRITTEN COMMUNICATION:** Students who choose to major in Communication are challenged to develop their writing skills. Writing and speaking are symbiotic competencies that enable individuals to communicate with mass audiences. The ability to write in a clear concise fashion is one of the most important skills students will need upon graduation. This competency requires graduating students to show proficiency in standard English expression, by demonstrating to the satisfaction of their individual Department professors that they can write both professionally and academically. Specifically,

- graduating communication students must be able to personally demonstrate abilities in writing content, grammar, spelling, style and form.
- RESEARCH SKILLS:** Students who choose to major in Communication are challenged to develop their critical research skills. It is not enough for these students to have effective oral communication or writing skills; they must have evidence to support the propositions they are advocating. Students must also know how to conduct effective research in order to effectively prepare, screenplays, films and advertising proposals.
  - TECHNOLOGICAL LITERACY:** The technological literacy competency deals with fluency—a place for those with different personalities, backgrounds, and thresholds to get in the same “conversation.” Learning and demonstrating personal competency in the industry-standard hardware and software that students will utilize in future endeavors and career paths creates technological fluency. Students must possess the eye-hand coordination and motor skills necessary to properly operate and utilize computer hardware, software and specialized equipment specific to their area of concentration and coursework. Students become fluent at sending and receiving messages in order to create shorthand for future experience. This fluency is a tool to support and enhance other competencies in a qualitative manner.

## Requirements

Code	Title	Units
Core Curriculum Requirements ( <a href="https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/">https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/</a> ) <sup>1</sup>		53
Communication Major Core Requirements (p. 1)		22
Public Relations Concentration Requirements (p. 2)		24
General Electives		21
<b>Total Units</b>		<b>120</b>

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Number of units required from the Core Curriculum not included in the major requirements below.

## Communication Major Core Requirements

Code	Title	Units
<b>Lower Division</b>		
COMM-130	Introduction to Communication	3
COMM-220	Elements of Storytelling	3
COMM-258	Christianity and Artistic Culture	3
COMM-273	Visual Technology	3
COMM-290	Intro to Interpersonal Communication	3
<b>Upper Division</b>		
COMM-413	Preparing for Post Graduation	1
COMM-450	Internship	3
COMM-464C	Media Criticism <sup>2</sup>	3
<b>Total Units</b>		<b>22</b>

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Capstone for Health Communication and Public Relations Concentrations.

## Public Relations Concentration Requirements

Code	Title	Units
COMM-333	Small Group Leadership	3
COMM-364	Organizational Communication	3
COMM-378	PR: Corp Comm, Information, and Mgmt	3
COMM-380	PR: Corp Comm, Projects, and Campaigns	3
COMM-445	Persuasion	3
or COMM-443	Crisis Communication	
<b>Electives</b>		
Select a minimum of nine units of the following:		9
COMM-305	Communication Theory	
COMM-309	Graphic Design	
COMM-318	Nonverbal Communication	
COMM-345	Communication Across Cultures	
COMM-404	Social Media	
COMM-412	Computer Mediated Communication	
COMM-417	Professional Communication	
COMM-470	Special Topic:	
MRKT-360	Principles of Marketing	
<b>Total Units</b>		<b>24</b>

## Four Year Plan

**Disclaimer:** This sample Four Year Plan is provided as a guide for the recommended sequencing of courses. Vanguard University requires that students complete a minimum of 120 units of required course work as outlined on the Requirements tab in order to receive a Bachelor of Arts, Bachelor of Music, Bachelor of Science, or Bachelor of Science in Nursing degree. It is the student's responsibility to confirm with the department the course rotation before enrolling in courses. If applicable, please note the footnotes at the bottom of the page for additional information related to courses listed in a particular year and term. Questions? Contact the Department of Communication.

**Study Abroad Participation:** Students interested in participating in the university's Study Abroad programs are encouraged to reach out to the Global Education and Outreach Office (studyabroad@vanguard.edu) for more information and collaboration in their academic course planning. Students using Education and Training Benefits through the U.S. Department of Veteran Affairs are encouraged to also reach out to the School Certifying Official (veteranscertifyingofficial@vanguard.edu) for more information regarding how benefits can be applied.

Course	Title	Units
<b>Year 1 Term 1</b>		
CORE-100C	Cornerstone	1

KINE-148C	Lifetime Fitness and Wellness Lecture	3
COMM-220	Elements of Storytelling	3
COMM-130	Introduction to Communication	3
THEO-101C	Foundations of Christian Life	3
SOC-PLCR	Social Science Core Curriculum Req'm't	3
<b>Units</b>		<b>16</b>

Year 1 Term 2		
NT-101C	New Testament Survey	3
ENGL-120C	Persuasive Writing	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3
HSPS-PLCR	History/Political Sci Core Requirement	3
SOC-PLCR	Social Science Core Curriculum Req'm't	3
<b>Units</b>		<b>15</b>

Year 2 Term 1		
COMM-290	Intro to Interpersonal Communication	3
COMM-273	Visual Technology	3
OT-201C	Old Testament Survey	3
COMM-258	Christianity and Artistic Culture	3
MATH-PLCR	Math Core Requirement	3
<b>Units</b>		<b>15</b>

Year 2 Term 2		
COMM-201C	Speech Composition and Presentation	3
ENGL-220C	Researched Writing	3
HIST-PLCR2	History Core Requirement (World Civ)	3
COMM-PLUDC3	Communication Upper Division Elective 3U	3
ELCT-PLHD3A	General Elective 3 Units	3
<b>Units</b>		<b>15</b>

Year 3 Term 1		
ENGL-230C	Literature and the Human Experience	3
COMM-413	Preparing for Post Graduation	1
COMM-450	Internship	1-6
COMM-364	Organizational Communication	3
COMM-378	PR: Corp Comm, Information, and Mgmt	3
ELCT-PLHD3A	General Elective 3 Units	3
<b>Units</b>		<b>14-19</b>

Year 3 Term 2		
THEO-300C	Developing a Christian World View	3
NSCI-PLCR	Science Lec/Lab Requirement	4
COMM-380	PR: Corp Comm, Projects, and Campaigns	3
COMM-PLPLCR3	Communication/Persuasion Requirement	3
COMM-PLUDC3	Communication Upper Division Elective 3U	3
<b>Units</b>		<b>16</b>

Year 4 Term 1		
COMM-333	Small Group Leadership	3
COMM-464C	Media Criticism	3
ELCT-PLHD9	Elective 9 Units	9
<b>Units</b>		<b>15</b>

Year 4 Term 2		
CHIS-400C	Christian Heritage	3

COMM-PLUDC3	Communication Upper Division Elective 3U	3
COMM-PLHD3B	General Elective 3 Units	3
COMM-PLHD3C	General Elective 3 Units	3
	<b>Units</b>	<b>12</b>
	<b>Total Units</b>	<b>118-123</b>

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**Notes:**

- THEO-300C Developing a Christian World View can only be taken after completion of at least 60 units. CHIS-400C Christian Heritage can only be taken after completion of at least 90 units.