

BACHELOR OF ARTS IN COMMUNICATIONS AND MEDIA (SELF-PACED)

Pending U.S. Department of Education and WASC Senior College and University Commission (WSCUC) approval, this program will be offered in Spring 2027.

Self-paced programs measure progress by what students know and can do, not by the amount of time spent in class as in traditional credit hour programs. Students advance by demonstrating mastery of specific learning outcomes through assessments. Skills and knowledge gained through work or life experience can help students move through a self-paced program more quickly than a credit hour program. However, all students, regardless of pace, must demonstrate mastery of every required course to earn the degree.

The Bachelor of Arts in Communications and Media program prepares students with the essential communication and media skills needed to thrive in dynamic professional environments. Emphasizing media ethics, technology, and data-driven storytelling, the curriculum explores how communication strategies engage diverse audiences across evolving media platforms. Students gain experience in content creation, audience engagement, and media production. By blending theory with practice, the program cultivates critical thinking, creativity, and adaptability—preparing graduates for careers in digital communication, journalism, public relations, social media, and content strategy, as well as further studies in related fields and a variety of professional disciplines.

All courses required for the major must be passed with a grade equivalent of “C” or higher.

Courses may be used to fulfill both major and general education requirements.

Program Mission Statement

The mission of the Communications and Media Program is to empower students to communicate effectively, craft ethical, data-informed, and compelling stories, adapt to real-world challenges, and create strategic solutions that engage diverse audiences while preparing graduates to lead and innovate across evolving media, technology, and cultural landscapes.

Program Learning Outcomes (PLOs)

- **Communication:** Demonstrate effective communication strategies tailored to inform, engage, and persuade diverse audiences.
- **Digital Culture:** Evaluate the dynamic interactions between culture, media and technology in shaping societal narratives and behavior.
- **Ethics:** Critically assess ethical implications and reasoning to develop decision-making in media and communication contexts.
- **Storytelling:** Design engaging narratives that effectively connect with stakeholders across multiple media platforms.
- **Strategic Analysis:** Interpret data to draw insights, predict trends, and support evidence-based decisions.

- **Real World Implementation:** Develop innovative solutions for real-world challenges by integrating communication strategies and media technologies.

Major Requirements

COMC 300	Communications and Media: Challenges and Opportunities	3
COMC 301	Advanced Public Speaking	3
COMC 315	Intercultural Communication	3
COMC 330	History of Communication and Technological Revolutions	3
COMC 360	Methods and Techniques of Persuasion	3
COMC 365	Multimedia Journalism	3
COMC 370	Principles of Public Relations	3
COMC 375	Media Ethics	3
COMC 380	Interpreting Data: Predictions, Patterns, and Communication	3
COMC 420	Communication Through Social Media	3
COMC 451	Communication Theory and Digital Media	3
COMC 485	Communications and Media Capstone	3
ENG 348	Producing and Writing for Digital Media	3
PSYC 355	Media Psychology	3
Major Requirements Total Credits		

Total Credits 42