

# Communication

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What can you do with a communication degree? Job applicants today must have the tools to frame effective messages in a wide variety of media and platforms. To that end, not only does the Communication Department at Cal Lutheran offer a broad array of mass communication courses but requires that its graduates demonstrate proficiencies in writing, speaking and media production, requires at least one internship, and lays out a unique core curriculum that equips graduates with a background in mass media history, media writing and communication theory. The department boasts an award-winning student newspaper, The Echo, and a campuswide cable radio station and student news program.

A degree in communication with a concentration in advertising and public relations, film and television production or journalism specified on the diploma is the choice of students who wish to specialize in a field. The general communication major, on the other hand, permits students to individualize their degrees, either in order to explore subjects of personal interest or to prepare for a career objective other than the concentration areas.

In addition to regular course work, at least one cooperative education experience or senior project is required of each communication graduate. Many students choose to add a variety of media projects, internships, part-time employment, or field experience to their résumés. Cal Lutheran students have recently interned in:

- television
  - KTLA
  - KNBC
  - CBS
  - Fox Television
  - CNN
  - KCAL
  - Bunim/Murray Productions
- radio
  - KCLU FM
  - KZLA FM
- newspapers
  - Ventura County Star
  - Los Angeles Times
- sports information departments
  - L.A. Clippers
  - L.A. Kings
- marketing departments
  - The Gap
  - Access Hollywood
  - Disney
  - J.D. Power
  - Amgen
  - Capitol Records
  - Warner Brothers

Because of its internship programs, contacts in the professional world and the excellent support of the Career Services Center, the placement rate for Cal Lutheran communication majors is quite impressive. Recent graduates have taken rewarding jobs in:

- public relations
- human resources
- media market research
- education
- publishing
- radio
- television
- or have entered graduate school.

Students who desire to work as marketing communication department managers, marketing representatives, and trade negotiators for both private corporations and government agencies are directed to the marketing communication degree which appears later in this catalog. Cal Lutheran marketing

communication graduates have gained the ability to research, plan, organize and direct internationally focused marketing campaigns and have acquired the interpersonal skills needed to move into upper management.

## Bachelor of Arts in Communication

40 credits minimum, 24 credits upper division.

### Required Courses

COMM 101	Introduction to Mass Communication	4
COMM 231	Writing for the Mass Media	4
COMM 300	Research Methods	4
COMM 401	Communication Theories-Capstone	4
COMM 490 or COMM 492	Independent Study Internship	1-4
Select one of the following:		4
COMM 342	Public Relations	
COMM 344	Copwriting/Storyboarding Broadcast Adv	
COMM 346	Copyediting, Layout and Design	
COMM 348	Website Design and Publishing	
COMM/BUS 375	Principles of Marketing	
COMM/BUS 380	Principles of Advertising	
COMM/BUS 411	Sports-Related Marketing	
COMM/BUS 442	Advertising Campaigns	
COMM/BUS 443	Event Planning and Management	
COMM/BUS 450	Advanced Public Relations	
Select two of the following:		8
COMM 200	Survey of Broadcasting and New Media	
COMM 207	TV Production I	
COMM 208	Beginning Cinema Production	
COMM 304	Radio Industry	
COMM 308	Politics in Cinema	
COMM 309	Advanced Cinema Production	
COMM 404	Broadcast Sports Production	
COMM 405	Freedom of Communication	
COMM 406	Legal Issues & the New Media	
COMM 407	Broadcast News Production	
Select two of the following:		8
COMM 233	Argumentation & Advocacy	
COMM 301	Persuasive Communication Campaigns	
COMM 306	Business and Professional Communication	
COMM 315	Small Group Communication	
COMM 335	Interpersonal Communication	
Select one of the following:		2-4
COMM 307	Screenwriting	
COMM 333	Working on the Echo	
COMM 334	iCLU	
COMM 402	Film Theory:TV Production	
Communication Elective Credits		1-0
Total Hours		40-44

## Advertising/Public Relations Concentration

40 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
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COMM 231	Writing for the Mass Media	4
COMM 300	Research Methods	4
COMM 333	Working on the Echo	2
COMM 342	Public Relations	4
COMM 380	Principles of Advertising	4
COMM 401	Communication Theories-Capstone	4
COMM 490 or COMM 492	Independent Study Internship	1-4
Select one of the following:		4
COMM 375	Principles of Marketing	
COMM 411	Sports-Related Marketing	
COMM 442	Advertising Campaigns	
COMM 450	Advanced Public Relations	
Select one of the following:		4
COMM 301	Persuasive Communication Campaigns	
COMM 344	Copwriting/Storyboarding Broadcast Adv	
COMM 346	Copyediting, Layout and Design	
COMM 348	Website Design and Publishing	
COMM 443	Event Planning and Management	
Select one of the following:		4
COMM 233	Argumentation & Advocacy	
COMM 306	Business and Professional Communication	
COMM 315	Small Group Communication	
COMM 335	Interpersonal Communication	
COMM 405	Freedom of Communication	
COMM 406	Legal Issues & the New Media	
Communication Elective Credits		1-0
Total Hours		40-42

## Journalism Concentration

40 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Writing for the Mass Media	4
COMM 300	Research Methods	4
COMM 333/333	Working on the Echo (two semesters)	4
COMM 401	Communication Theories-Capstone	4
COMM 405	Freedom of Communication	4
COMM 490 or COMM 492	Independent Study Internship	1-4
Select one of the following:		4
COMM 333/333	Working on the Echo (two semesters)	
COMM 404	Broadcast Sports Production	
COMM 407	Broadcast News Production	
Select one of the following:		3-4
COMM 346	Copyediting, Layout and Design	
COMM 348	Website Design and Publishing	
ART 380	Digital Art	
ART 385	Advertising Art I	
Select one of the following:		4
COMM 200	Survey of Broadcasting and New Media	
COMM 233	Argumentation & Advocacy	
COMM 301	Persuasive Communication Campaigns	

COMM 306	Business and Professional Communication	
COMM 335	Interpersonal Communication	
COMM 342	Public Relations	
COMM 406	Legal Issues & the New Media	
Communication Elective Credits		4-0
Total Hours		40

## Film and Television Production Emphasis Concentration

36 credits minimum, 24 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Writing for the Mass Media	3-4
or COMM 307	Screenwriting	
COMM 402	Film Theory:TV Production	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
Select three of the following:		10-12
COMM 207	TV Production I	
COMM 208	Beginning Cinema Production	
COMM 304	Radio Industry	
COMM 309	Advanced Cinema Production	
COMM 334	iCLU	
COMM 404	Broadcast Sports Production	
COMM 407	Broadcast News Production	
MULT 470	High Definition Digital Cinema I	
MULT 471	High Definition Digital Cinema II	
Select one of the following:		3-4
COMM 307	Screenwriting	
COMM 344	Copwriting/Storyboarding Broadcast Adv	
COMM 348	Website Design and Publishing	
ART 380	Digital Art	
ART 385	Advertising Art I	
Select two of the following:		8
COMM 200	Survey of Broadcasting and New Media	
COMM 308	Politics in Cinema	
COMM 406	Legal Issues & the New Media	
COMM 482	Selected Topics (must be approved)	
Communication Elective Credits		3-0
Total Hours		36-40

## Minor in Communication

18 credits, 12 credits upper division.

COMM 101	Introduction to Mass Communication	4
COMM 231	Writing for the Mass Media	4
COMM 401	Communication Theories-Capstone	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
Additional Communication Credits		5
Total Hours		18-21