

COMMUNICATION, ASSOCIATE OF ARTS (AA): APPLIED COMMUNICATION EMPHASIS

Overview

Whatever their age, social position, or occupation, people communicate. Humans spend more time engaged in speaking and listening than virtually any other activity. Communication is as important as it is pervasive—success or failure often depends on how well we express ourselves and understand others.

The Communication Department’s curriculum focuses on communication in a variety of settings – interpersonal, small group, on-the-job, speaker-to-audience, via mass media and between cultures and nations. In addition, instruction is available in argumentation and debate and communication theory. Surveys show that most employers rank effective communication at the top of desired skills.

The Applied Communication Emphasis provides students with the foundational knowledge in Communication Studies and its application in a variety of settings—interpersonal, small group, organizational, presentational speaking, mass media and intercultural.

Requirements

Associate Degree Graduation Requirements

Complete all of the following:

1. All Department Requirements listed below with a “C” or better or “P” in each course (at least 20% of the department requirements must be completed through SBCC).
2. One of the following three General Education options:
 - a. OPTION 1: A minimum of 18 units of SBCC General Education Requirements (<https://catalog.sbcc.edu/degrees-certificates-awards/#associatedegreeestext>) (Areas A-D) and Institutional Requirements (Area E) and Information Competency Requirement (Area F) OR
 - b. OPTION 2: IGETC (<https://catalog.sbcc.edu/transfer-curricula/#igetctext>) Pattern OR
 - c. OPTION 3: CSU GE Breadth (<https://catalog.sbcc.edu/transfer-curricula/#csugebtext>) Pattern
3. A total of 60 degree-applicable units (SBCC courses numbered 100 and higher).
4. Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC.
5. Maintain a cumulative GPA of 2.0 or better in all college units attempted.
6. A minimum of 12 units through SBCC.

Code	Title	Units
Department Requirements		
COMM 121 or COMM 121H or COMM 122	Interpersonal Communication	3
COMM 131 or COMM 131H	Fundamentals Of Public Speaking	3
COMM 141	Small Group Communication	3

COMM 161 or COMM 162	Communication in Organizations Mediated Communication in Organizations	3
Complete two courses from the following:		6-7
COMM 101	Introduction to Communication	
COMM 142	Leadership in a Global Society	
COMM 151	Intercultural Communication	
COMM 171	Mass Media and Society	
COMM 200	Rhetoric of Pop Culture	
COMM 235	Argumentation and Debate	
COMM 288	Communication Research Methods	
JOUR 101	Reporting/Writing I	
MATH 117 or PSY 150 or SOC 125	Elementary Statistics Statistics for the Behavioral Sciences Introduction to Statistics in Sociology	
Total Units		18.00-19.00

Learning Outcomes

1. Demonstrate ability to analyze and critically evaluate communication practices, messages and outcomes in various contexts (e.g., interpersonal, intercultural, small group, public and professional communication, and mass media).
2. Develop a repertoire of strategies for improved communication effectiveness and demonstrate the strategies in oral, written and/or presentation contexts.
3. Read, evaluate and report on communication research.
4. Recognize and articulate the benefits and challenges of diverse communicative practices of people living in a global/multicultural society.
5. Demonstrate understanding of the ethical dimensions of communication.

Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (http://www.sbcc.edu/starfish/howtos/starfish_appt_how_to.pdf).

Course	Title	Units
First Year		
Fall Semester		
COMM 101	Introduction to Communication ¹	3
COMM 121	Interpersonal Communication ¹	3
General Ed. Course		
Amer. Inst. Req.		
General Ed. Course		
Units		6
Spring Semester		
COMM 131	Fundamentals Of Public Speaking ¹	3
COMM 141	Small Group Communication ¹	3
Elective ²		
Elective ²		
General Ed. Course		
Units		6

Second Year**Fall Semester**

COMM 161	Communication in Organizations ¹	3
COMM 151	Intercultural Communication ¹	3
General Ed. Course		
Elective ²		
Elective ²		
Units		6

Spring Semester

COMM 171	Mass Media and Society ¹	3
COMM 235	Argumentation and Debate	3
General Ed. Course		
Elective ²		
Elective ²		
Units		6
Total Units		24

¹ May be taken either Fall or Spring Semester Semester.

² Electives allow students to focus on an area of special interest within the field of Communication—i.e. communication studies, rhetoric and public address, organizational communication and telecommunications. Consult the departmental adviser and/or counselor for further assistance.