

## COLLEGE OF ALAMEDA 2021-2022

To view the locations of where the Communications & Media program is offered, please refer to the following: <https://www.umassglobal.edu/academic-programs/bachelors-degrees>. For GE requirements please see the General Education Transfer Guide.

Completion of the full CSU or UC IGETC certification (CA), Washington and Oregon state-approved Direct Transfer degrees or other state's equivalent transfer certification prior to the student being admitted, enrolled and attending his/her first session in a bachelor degree program at UMass Global satisfies all UMass Global GE requirements except LBSU 302 & 304. Students who matriculate to UMass Global with partial GE certifications will have their coursework evaluated on a course by course basis to determine appropriate applicability to each general education category.

Lower division courses may be eligible to fulfill upper division major requirements if approved by the Dean of Arts and Sciences.

**This list includes only the requirements that are commonly seen in transfer, and is not a comprehensive list of all the course requirements within the BA Communications & Media program. For a complete list of program requirements, please refer to the UMass Global catalog.**

Further information regarding the courses below can be found in UMass Global's [Course Articulation Database \(CAD\)](#).

### General Education Requirements

Foundation Courses		
COMU 301	Advanced Public Speaking	No Comparable Course(s)
COMU 370	Principles of Public Relations	No Comparable Course(s)
COMU 375	Media Ethics	No Comparable Course(s)
MKTU 301	Principles of Marketing	BUS 70
PSYU 355	Media Psychology	No Comparable Course(s)

### Degree Requirements & Electives

BA Communications & Media consists of 42 credits of core requirements and 6 credits (3 Lower Division & 3 Upper Division) of electives to fulfill the 48 credit requirement for the program. Students must select the 6 elective credits from a specific list.

It is possible for transfer courses to meet course requirements within the emphasis area. That coursework must be reviewed by a dean within the School of Arts and Sciences to determine transferability.

**\*Minimum of 30 credits completed in residence at UMass Global; 18 of which must be upper-division credits, 12 of which must be in the student's major.**