

SIERRA COLLEGE 2024-2025

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 University of Massachusetts Global catalog.

Further information regarding the courses below can be found in the University of Massachusetts Global [Course Articulation Database \(CAD\)](#).

General Education Requirements

| Foundation Courses | | |
|--------------------|--------------------------------|----------------------|
| COMU 301 | Advanced Public Speaking | No comparable course |
| COMU 370 | Principles of Public Relations | No comparable course |
| COMU 375 | Media Ethics | No comparable course |
| MKTU 301 | Principles of Marketing | BUS 0280 |
| PSYU 355 | Media Psychology | No comparable course |

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.

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