

TRANSFER PATHWAY: Communication Studies AA-T

Bachelor of Arts in Communication & Media

This is a sample pathway for students who transfer to UMass Global with an AA-T in Communication Studies from Merced Community College.

Program Specific Notes: All courses taken in the major must be passed with a letter grade of "C" or higher.

General Education Requirements			
General Education Requirements		<i>-Met with Full CSU or IGETC Certification</i>	36
LBSU 302	Information Fluency and Academic Integrity	Will Complete at UMass Global	3
LBSU 304	Liberal Arts Core Foundations	Will Complete at UMass Global	3
Total General Education Credits			42
Core Courses			
MKTU 301	Principles of Marketing	Recommend Course MKTG 30	3
COMU 300	Communications and Media Challenges and Opportunities	Will Complete at UMass Global	3
COMU 301	Advanced Public Speaking	Will Complete at UMass Global	3
COMU 330	History of Communication and Technological Revolution	Will Complete at UMass Global	3
COMU 360	Methods and Techniques of Persuasion	Will Complete at UMass Global	3
COMU 365	Multimedia Journalism	Will Complete at UMass Global	3
COMU 370	Principles of Public Relations	Will Complete at UMass Global	3
COMU 375	Media Ethics	Will Complete at UMass Global	3
COMU 420	Strategic Social Media	Will Complete at UMass Global	3
ENGU 348	Writing and Producing for New Media in the 21 st Century	Will Complete at UMass Global	3
PSYU 355	Media Psychology	Will Complete at UMass Global	3
SSCU 303	Social Scientific Perspective on Media and Culture	Will Complete at UMass Global	3
SSCU 380	Data Analysis	Will Complete at UMass Global	3
COMU 485	Communications and Media Capstone	Will Complete at UMass Global	3
Communication and Media Elective: Select 6 credits from the list of courses in the catalog. At least one course must be upper division. – Courses below can articulate over.			6
COMU 315	Intercultural Communication	Satisfied by AA-T Course COMM 30	3
MGTU 310	Legal Environment of Business	Recommend Course BUS 18A	3
Total Major Credits			48

General Elective Credits	<i>-Credits May Be Fulfilled Through UMass Global or Transfer Of CC Courses*</i>	30
Total Credits Required		120

*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.