

BAKERSFIELD COLLEGE 2023-2024

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(s)
COMU 370	Principles of Public Relations	JRNL B5
COMU 375	Media Ethics	No comparable course(s)
MKTU 301	Principles of Marketing	No comparable course(s)
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 University of Massachusetts Global; 18 of which must be upper-division credits, 12 of which must be in the student's major.**