



CALIFORNIA LUTHERAN UNIVERSITY
REQUIREMENTS FOR BACHELOR OF ARTS
COMMUNICATION
CONCENTRATION: ADVERTISING/PUBLIC RELATIONS

Name: _____ Student ID: _____ Term Entered: _____
 Catalog: 2004-2005

You should meet with your adviser on a regular basis. You may not register without your adviser's signature.

Course	Title	Credit	Comp LD	Comp UD	In Progress	Term Planned	Comments
COMM101	Introduction to Mass Communications	4					
COMM 133/333	Working for the Echo	2					
COMM 231	Writing for the Mass Media	4					
COMM 401	Communication Theories	4					Capstone
COMM 490 or COMM 492	Independent Study or Cooperative Education	1-4					
COMM 342	Public Relations	4					
	<i>Select one course from:</i>						
COMM 200	Survey of Broadcasting and New Media	4					
COMM 405	Freedom of Communication	4					
COMM 406	Legal Issues and the New Media	4					
BUS 275	Introduction to Advertising	3					
	<i>Select one course from:</i>						
COMM 301	Persuasive Communication Campaigns	4					
COMM 306	Business and Professional Communication	4					
COMM 315	Small Group Communication	4					
	<i>Select one course from:</i>						
COMM 344	Copywriting and Storyboarding	4					
COMM 346	Copyediting, Layout and Design	4					
COMM 348	Research and Publishing on the World Wide Web	4					
ART 380	Computer Graphics	3					
ART 385	Graphic Design	3					
	<i>Select one course from:</i>						
COMM 375	Principles of Marketing	4					
COMM 411	Sports Related Marketing	4					
BUS 342	Marketing Research Consumer Behavior	4					

Major Requirements

Requirement	Completed	In Progress	Remaining
total credits: 36			
upper division: 24			
2.00 major GPA			

****If you are interested in attending graduate school, please discuss this with your faculty advisor, as your course selections may affect your ability to enroll in further educational opportunities

ADVISER SIGNATURE _____ DATE: _____