Both majors are firmly grounded in the liberal arts and sciences and are intended to prepare students to be effective members of society, as well as valued employees in whatever careers they may choose to pursue.

**Impacted Program**

The communication and health communication majors are impacted programs. To be admitted to the communication or health communication major, students must meet the following criteria:

a. Complete with a minimum grade point average of 2.75 and a grade of C or higher: six units selected from Communication 160, 201, 204, 245. These courses cannot be taken for credit/no credit (Cr/NC);

b. Complete the general education oral communication requirement with a grade of C or higher. This course cannot be taken for credit/no credit (Cr/NC);

c. Complete a minimum of 45 baccalaureate level semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);

d. Have a cumulative grade point average of 2.75 or higher.

To complete the communication or health communication major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

**Major Academic Plans (MAPs)**

Visit [http://www.sdsu.edu/mymap](http://www.sdsu.edu/mymap) for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

**Communication Major**

**With the B.A. Degree in Liberal Arts and Sciences OR Applied Arts and Sciences**

(Major Code: 15061) (SIMS Code: Liberal 668132; Applied 668131)

All candidates for a degree in liberal arts and sciences or a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on “Graduation Requirements.” No more than 48 units in communication courses can be counted towards the degree. Both majors must complete the General Education oral communication requirement and six units selected from Communication 160, 201, 204, 245. (9 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 2.75 and a grade of C or higher in each course. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

Language Requirement (Liberal Arts and Sciences). Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of catalog on “Graduation Requirements.”
Mathematics Competency Requirement (Applied Arts and Sciences). Competency in mathematics must be satisfied by three semesters of college mathematics or a statistical sequence such as Statistics 250, 350A, 350B (highly recommended); or Sociology 201*, 406*, 407*.

* Additional prerequisites required.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See “Graduation Requirements” section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include Communication 300 and 350; nine “conceptualizing communication” units selected from Communication 321, 371, 415, 450, 492; three “investigating communication” units selected from Communication 420, 441, 462, 465; 15 “communication elective” units selected from Communication 301, 307, 406, 407, 421-428, 445, 446, 452, 470, 482, 484, 485, 496, 499, 508, 555, or other upper division three unit communication courses, with no more than nine units from Communication 421-428 (health communication courses); and Communication 495 in the last semester.

Health Communication Major

With the B.S. Degree in Applied Arts and Sciences

(Major Code: 06013) (SIMS Code: 661140)

All candidates for a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on “Graduation Requirements.” Lower division preparation for the major courses may be satisfied by comparable courses in community colleges or other institutions with which the university has articulation agreements.

A minor is not required with this major but is strongly recommended.

Preparation for the Major. General Education oral communication requirement and six units selected from Communication 160, 201, 204, 245. (9 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 2.75 and a grade of C or higher in each course. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See “Graduation Requirements” section for a complete listing of requirements.

Major. A minimum of 42 upper division units to include Communication 300, 321, 350, 495; six units selected from Communication 420, 441, 462, 465; 18 units selected from Communication 421, 422, 423, 424, 425, 426, 427, 428, 485; (three units may be selected from Communication 371, 415, 445, 492, 499, 555); and six units selected from Gerontology 360, 370, Health and Human Services 350, Nursing 350, Philosophy 330, 331, Public Administration 340, Public Health 353, 362, Social Work 430. (Three units selected from this list, except for Public Administration 340 and Social Work 430, will satisfy three units of the General Education requirement in IV. A., B., or C.)

Communication Minor

(Major Code: 06011) (SIMS Code: 661119)

The minor in communication consists of a minimum of 21 units to include six units selected from Communication 160, 201, 204, 245; Communication 300; six upper division units selected from Communication 371, 406, 415, 450, 470, 492; and six additional upper division units in communication. Admission to the communication minor requires completion of at least 45 units with a minimum grade point average of 2.75 overall; completion of the General Education Oral Communication requirement with a grade of C (2.0) or higher; and six units selected from Communication 160, 201, 204 with grades of C (2.0) or better. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Communication Certificate

(SIMS Code: 668133)

The certificate program in communication emphasizes scholarly, creative, and professional aspects of communication studies. Coursework includes instruction that provides understanding of culture, health, institutions, interaction, politics, relationship, and rhetoric in everyday life. The focus is placed on how effective communication enhances well-being and relationships; promotes civic engagement; and allows for effective participation in a global community.

To be admitted to the certificate program, students must be enrolled at San Diego State University or through the College of Extended Studies.

The certificate requires 12 units from Communication 201, 245, 300, 371. Coursework must be completed with a GPA of 2.0.

Courses in the certificate may not be counted toward the major or minor in the School of Communication.

For additional information, contact Dr. William B. Snavely at 619-594-0895 or wsnavey@mail.sdsu.edu.

Health Communication Certificate

(SIMS Code: 661141)

The certificate program in health communication focuses on how people understand and communicate about health and illness. Coursework includes instruction in health-related and care-related messages, the goals and strategies of health care promotion, the relationships, roles, situations, and social structures in health maintenance and promotion, and the communication surrounding wellness, illness, and health care in personal and professional relationships.

To be admitted to the certificate program, students must be enrolled at San Diego State University or through the College of Extended Studies.

The certificate requires 12 units to include Communication 321 and nine units selected from Communication 421, 422, 423, 424, 425, 426, 427, 428. Coursework must be completed with a GPA of 2.0.

Courses in the certificate may not be counted toward the major or minor in the School of Communication.

For additional information, contact Dr. William B. Snavely at 619-594-0895 or wsnavey@mail.sdsu.edu.
Courses (COMM)

Refer to Courses and Curricula and University Policies sections of
this catalog for explanation of the course numbering system, unit or
credit hour, prerequisites, and related information.

LOWER DIVISION COURSES

COMM 103. Oral Communication (3) [GE]
One lecture and two hours of recitation.
Training in fundamental processes of oral expression; method of
obtaining and organizing material; outlining; principles of attention
and delivery; practice in construction and delivery of various forms of
speeches. Not open to students with credit in Africana Studies 140 or
Chicana and Chicano Studies 111A.

COMM 160. Argumentation (3)
Argument as a form of discourse; organizing, supporting,
presenting and refuting arguments in a variety of formats; evaluating
argument, including common fallacies in reasoning.

COMM 201. Communication and Community (3)
Prerequisite: Communication 103.
Communication as an academic and professional discipline, its
associations and journals, history and traditions, relationships to other
disciplines, research methodologies, and careers for graduates.

COMM 204. Advanced Public Speaking (3)
Prerequisite: Communication 103.
Practice in extemporaneous speaking on subjects of current
interest, both national and local, with stress on organization and
delivery.

COMM 245. Interpersonal Communication (3) [GE]
Theory and practice of interpersonal communication focuses on
the role of communication in initiating, developing, and transitioning
through everyday relationships. Emphasis on verbal and nonverbal
messages, contexts, and challenges of managing interpersonal
communication.

COMM 296. Experimental Topics (1-4)
Selected topics. May be repeated with credit in Africana Studies 140 or
Chicana and Chicano Studies 111A.

COMM 300. Conceptualizing Communication (3)
Prerequisite: Admission to a major, minor, or certificate program in
the School of Communication.
Communication theory, concepts, principles, and practices.
Communication as art and process on micro and macro levels,
integrates understanding of sources, messages, transmission, and
feedback in creating meaning and culture.

COMM 301. Intercollegiate Speech and Debate
Competition (1-3) Cr/NC
Two to six hours of activity.
Prerequisite: Communication 103.
Competitive intercollegiate debate and/or individual speaking
events. Apply communication theory to comprehensively analyze
relevant contemporary issues. Weekend travel to competitive tourna-
mements required. Travel expectation commensurate with units. May be
repeated with maximum credit three units applicable to the commu-
nication major.

COMM 307. Communication in Professional Settings (3)
Prerequisite: Admission to a major or minor in the School of
Communication.
Communication principles in professional contexts including inter-
viewing and technical and nontechnical oral presentations. Skill in
meeting management.

COMM 321. Introduction to Health Communication (3) [GE]
Prerequisites: Communication 103; and completion of the General
Education requirement in Foundations of Learning II.B., Social and
Behavioral Sciences required for nonmajors. Open to majors and
nonmajors.
Health communication topics to include patient-provider commu-
nication, health communication campaigns, supportive relationships,
and public policy. Research methodologies, theories, and best
dractices in health communication. Required of all health communi-
cation majors prior to 400-level coursework.

COMM 350. Investigating Communication (3)
Prerequisite: Admission to a major or minor in the School of
Communication.
Study of human communication, from methodological and episte-
malological perspectives.

COMM 371. Intercultural Communication (3) [GE]
Prerequisites: Communication 103; and completion of the General
Education requirement in Foundations of Learning II.B., Social and
Behavioral Sciences required for nonmajors. Open to majors and
nonmajors.
Study of communication with emphasis on influence of cultural
background, perception, social organization, language and nonverbal
messages in the intercultural communication experience.

COMM 406. Organizational Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major
or minor in the School of Communication.
The organization as a communication system; role of the
organization in persuasive campaigns; communication strategies and
problems within the organizational structure.

COMM 407. Communicative Perspectives on Interviewing (3)
Prerequisites: Communication 300 and 350. Admission to a major
or minor in the School of Communication.
Application of communicative theory to interviewing situations.
Emphasis on perception, source, message, and receiver variables,
defensive communication, feedback. Phrasing of questions, ways to
enhance respondent participation, and formulation of behavioral objec-
tives. Classroom simulation, supplemented by out-of-class interviews.

COMM 415. Nonverbal Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major
or minor in the School of Communication.
Theory and research on nonverbal aspects of communication,
with emphasis on codes and functions.

COMM 420. Quantitative Methods in Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major
or minor in the School of Communication.
Quantitative research in communication. Construction and
analysis of surveys and experiments.

COMM 421. Health Communication and Community Based
Service Learning (3)
Prerequisite: Communication 321. Admission to a major, minor, or
the health communication certificate program in the School of
Communication.
How people understand, share ideas about, and adjust to health
and illness. Personal, interactional, cultural, and political complexities
of health beliefs, practices, and policies in the context of community-
based service learning project.

COMM 422. Politics of Health Communication (3)
Prerequisite: Communication 321. Admission to a major, minor,
or the health communication certificate program in the School of
Communication.
How communicating about health is culturally and politically
charged. Contemporary concerns in health communication to include
how ethnicity, gender, disability, social class, and sexual orientation
inform our understandings of health, fitness, and illness.

COMM 423. Patient-Provider Communication (3)
Prerequisite: Communication 321. Admission to a major, minor,
or the health communication certificate program in the School of
Communication.
Primary communication activities organizing medical interviews in
clinical settings to include techniques for raising and responding to
concerns about life, illness, and disease; implications for quality of
care, healing outcomes, and medical education.
COMM 424. Health Communication and Relationships (3)
Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.
Influences of institutional, social, and personal relationships on health. Influences of health on development of human relationships, interaction between relationships, health practices, and outcomes.

COMM 425. Theory and Research in Health Communication Campaigns (3)
Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.
Theory and research on effective health communication campaigns in various settings to promote healthy lifestyles, nutrition, exercise, health screening, disease and injury prevention behavior.

COMM 426. Communication in Health Risk and Crises (3)
Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.
Role of communication in preventing, responding to, and coping with community health crises; principles of competent communication in health related risks and crises.

COMM 427. Health Communication and Cultural Communities (3)
Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.
Diversity of cultural perspectives on communicating health, illness, and prevention. Understanding cultural knowledge patients, families, providers, and communities bring to communicating health.

COMM 428. Communicating Health and Well-Being at Work (3)
Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.
Research and theory regarding communication topics that restrict well-being at work to include stress, bullying, sexual harassment, and injustice. Concepts and trends that alliviate or eliminate stress to include social support, spirituality, and wellness programs at work.

COMM 441. Foundations of Critical and Cultural Study (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Central concepts, examples, theories, and experiences of critical studies of communication in culture through cultural, rhetorical, and media literature and cases.

COMM 445. Relational Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Theory and application of effective relational communication principles in both intimate and nonintimate contexts. Theoretical and empirical evidence on communication strategies and behaviors in relationship initiation, development, and termination. Relationship of communication behaviors to relational goals.

COMM 446. Communication and Rhetorical Movements (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Historical perspectives of role of communication in social change in rhetorical movements and social change.

COMM 450. Rhetorical Theory (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Development of rhetorical theory as a mechanism for generating and understanding public discourse. Theories from ancient Greece to the present.

COMM 452. Interaction and Gender (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Contemporary research and theory on communication and gender. Examination of gender as ongoing interational achievement. Gender displays and myths across diverse relationships, institutions, media, and society.

COMM 462. Ethnography and Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Naturally occurring interaction drawn from a variety of communication settings. Primary methods of gathering data include: participant observation, interviewing, document and artifact analysis, and other forms of communication.

COMM 465. Conversational Interaction (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Sequential organization of naturally occurring conversational practices. Reliance on recordings and transcriptions for detailed examinations of interactants' methods for achieving social actions and organizing interactional occasions.

COMM 467. Communication Theory (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Approaches to argument and the patterns and problems in argument. Consideration of implications for society. Written and oral reports.

COMM 482. Communication and Politics (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Contemporary political communication events and processes, with a focus on speeches, debates, and campaigns.

COMM 484. Language Dynamics and Human Interaction (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Powerful role of language on perception, interpretation, reaction, and response to environmental stimuli. Language choices on the nature of interpersonal relationships. Language in establishing and maintaining groups, societies, and cultures.

COMM 485. Communicating Leadership (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Current theory and research in leadership and communication. Understanding yourself, role of leadership, and selection of appropriate communication strategies for leadership.

COMM 490. Internship (1-3)
Prerequisites: Communication 300 and 350; junior or senior standing. Admission to a major or minor in the School of Communication.
Students work at approved agencies off-campus under the combined supervision of agency personnel and instructors. Internship hours to be arranged. Maximum credit three units.

COMM 492. Persuasion (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Key variables and theories in the persuasion process; persuasive sources, messages, receiver variables, propaganda, brainwashing, cognitive, behavioral, and social theories of persuasion.

COMM 495. Communication Capstone: Conceptualizing and Investigating Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication. Communication majors must have completed conceptualizing (9 units) and investigating (3 units) requirements. Health communication majors must have completed investigating (6 units) and two upper division health communication courses beyond Communication 321 (6 units).
Capstone survey, analysis, and comparison of theories, methods, and discipline of communication.

COMM 496. Experimental Topics (1–4)
Experimental topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296,496, 596 courses applicable to a bachelor's degree.

COMM 499. Special Study (1-3)
Prerequisite: Approved special study contract required prior to enrollment.
Approved individual study, project or research under supervision of faculty member. Maximum credit three units.
Communication

UPPER DIVISION COURSES
(Also Acceptable for Advanced Degrees)

NOTE: Communication courses numbered 500 to 599 are not acceptable for the Master of Arts degree in Communication.

COMM 508. Media Literacy (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Role played by video texts in shaping culture including information distribution, entertainment, and socio-cultural influence exercised by television. Emphasis on audience/medium relationship and to developing critical skills.

COMM 555. Conflict Management Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Approaches to conflict communication in international, societal, group, institutional, and interpersonal contexts.

COMM 596. Selected Topics (1-4)
Prerequisite: Senior standing or above.
Specialized study in selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor’s degree. Maximum credit of six units of 596 applicable to a bachelor’s degree. Credit for 596 and 696 applicable to a master’s degree with approval of the graduate adviser.

GRADUATE COURSES
Refer to the Graduate Bulletin.