COMMUNICATION: STRATEGIC COMMUNICATION, BA

Planning Guide 2021-2022

AA-T JOURNALISM (60 UNITS) Grades of "C" or better required

Core Courses (9 units)

Introduction to Mass Communication (C-ID JOUR 100, La Sierra COMM 226)

Introduction to Reporting & Newswriting (C-ID JOUR 110, La Sierra COMM 238)

Lower Division Student Media Practicum I (C-ID JOUR 130)

List A (3 units)

Introduction to Public Relations (C-ID JOUR 150, La Sierra COMM 215)

List B (6 units)

Introduction to Photography (C-ID ARTS 260, La Sierra 225)

Introduction to Communication Theory (C-ID COMM 180, La Sierra COMM 288)

IGETC for UC (34 units)

English Writing, 1A (4 units)

English Composition, 1B (4 units)

Mathematics, 2A (4 units)

Social & Behavioral Sciences, 4A-J (9 units)

Physical Science, 5A (3-5 units)

Biological Science, 5B (3-5 units)

Science Laboratory, 5C (0-1 units)

Language Other Than English, 6A (5 units)

General Electives (8 units)

Language Other Than English, second semester (5 units)

General Electives

BA COMMUNICATION: STRATEGIC COMMUNICATION (100 UNITS)

Grades of "C" or better required

60 units must be Upper Division, 190 units required to graduate

Major Requirements (59 units)

Core Curriculum (31 units)

Strategic Communication Courses (20 units)

Non-Communication Courses (8 units)

Foundational Studies (2 units)

Lifetime Fitness (2 units)

General Studies (16 units)

Upper Division Scripture (4 units)

Adventism in a Global Perspective (4 units)

Upper Division Natural Science (4 units)

Senior Seminar (4 units)

General Electives (23 units)

General Electives

University Studies Service-Learning (0 units)

Two courses must include a Service-Learning component

*Deviation from the Planning Guide does not prevent an ADT student from guaranteed acceptance and in most cases graduation from La Sierra within 2 years of transfer is still possible.

*QUESTIONS: Contact our Pre-Transfer Advisor at adtinfo@lasierra.edu or call 951.785.2380.