

COMMUNICATION STUDIES (CMST)

CMST A100 3 Units (54 lecture hours)

Interpersonal Communication

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

Teaches effective communication skills through the study of self-concept, listening, perception, language usage, persuasion, and nonverbal communication. Emphasis is on developing and applying good communications skills and overcoming the barriers to effective communication. Writing and speaking skills are emphasized and evaluated. This course may also be offered online. **C-ID:** COMM 130.

CMST A105 3 Units (54 lecture hours)

Intrapersonal Communication

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Designed to teach students effective communication processes with and about oneself. Emphasis is on developing a greater self-awareness and self-esteem by studying cognitive science, whole brain learning, language and symbolic processing, perception, and nonverbal communication skills. Graded or Pass/No Pass option.

CMST A109 3 Units (54 lecture hours)

Social Media Strategies

Grading Mode: Standard Letter

Transfer Credit: CSU.

Students will gain the knowledge and skills to effectively meet the growing need for Social Media technology within organizations. Students will learn the basics of content creation; determine which platform best meets the needs of organizations and their targeted audiences; and, learn how to measure social media success. Students will analyze, think critically, discuss, research, and develop social media technology while understanding while understanding ethics and etiquette.

CMST A110 3 Units (54 lecture hours)

Public Speaking

Advisory: CMST A110 or CMST A220.

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

Designed to teach students how to overcome stage fright and to develop organizational, research, and delivery skills. Students will learn to outline, write, and deliver various types of speeches. An emphasis is placed on speaking, listening, and critical thinking skills. **C-ID:** COMM 110.

CMST A120 3 Units (54 lecture hours)

Reader's Theater and Oral Interpretation

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

Explores the oldest performance tradition, storytelling, and focuses on the principles and methods of effective oral interpretation. Through analysis of poetry, plays and stories, in both individual and group performance, the student will learn to edit and construct a script, and to perform successfully.

CMST A150 1-4 Units (9-36 lecture hours; 27-108 lab hours)

Forensics Workshop

Grading Mode: Standard Letter

Transfer Credit: CSU.

Competitive forensics. May be taken for 1, 2, 3 or 4 units depending on the number of hours and the number of events in which the student participates. This course may be taken four times. **C-ID:** COMM 160B.

CMST A155 3 Units (54 lecture hours)

Intercultural Communications

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU; UC.

The study, practice, and application of communication theories as they relate to different cultural, subcultural, ethnic, and racial groups. Emphasis on interpersonal effectiveness, including skills in nonverbal processing, assessment of different cultural interactional patterns, and the reduction of racism and ethnocentrism. Graded or Pass/No Pass option. **C-ID:** COMM 150.

CMST A165 3 Units (54 lecture hours)

Men, Women, and Communication

Grading Mode: Standard Letter

Transfer Credit: CSU.

Major issues will be addressed regarding communication behaviors and communication conflicts between men and women of all gender orientations. Study will focus on problem analysis specific to gender self-awareness, gender conflict and how gender is communicated and constructed in our daily lives. Enrollment Limitation: GNDR A165; students who complete CMST A165 may not enroll in or receive credit for GNDR A165.

CMST A170 3 Units (54 lecture hours)

Nonverbal Communication

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The analysis and application of nonverbal cues and their effect on interpersonal and intercultural communication. Emphasis is on developing effective communication skills as they relate to physical appearance and dress, body movement, face and eye communication, vocal cues which accompany spoken words, and the use of environment and space. Graded or Pass/No Pass option.

CMST A180 3 Units (54 lecture hours)

Introduction to Mass Communications

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

A survey of major mass mediums and their influence on the artistic and cultural expression of contemporary society. Appreciate the aesthetics of and evaluate radio, television, film, print media, and Internet. Advertising, PR, media law and ethics are covered. Students learn analytical skills to help become critical consumers/developers of media. **C-ID:** JOUR 100.

CMST A185 3 Units (54 lecture hours)

Public Relations

Advisory: ENGL A100.

Grading Mode: Standard Letter

Transfer Credit: CSU.

Introduction to the basic principles, components, and techniques of effective public relations. Topics include publicity and promotion, advertising, media and community relations, and approaches to problem solving. Enrollment Limitation: BUS A185; students who complete CMST A185 may not enroll in or receive credit for BUS A185.

CMST A220 3 Units (54 lecture hours)

Essentials of Argumentation

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU; UC.

Theory and practice of argumentation and persuasion with emphasis on critical thinking skills as they apply in listening, speaking, and writing. Graded or Pass/No Pass option. **C-ID:** COMM 120.

CMST A236 2 Units (108 other hours)

Directed Practice for Social Media Strategist

Prerequisite(s): CMST A109; MKTG A100; ENGL A123; and CMST A185 or BUS A185 or FASH A225.

Grading Mode: Standard Letter

Transfer Credit: CSU.

A supervised internship classroom-based learning and experience in a work setting where social media is an essential component of the overall organizational strategy. This work experience course is designed to assist students to acquire the knowledge and skills to analyze, create, implement, and evaluate social media technology. Four courses within the Social Media Strategist career program must be taken prior to enrolling in this course.

CMST A240 3 Units (54 lecture hours)

Media Literacy

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

An introduction to the critical consumption of media. Focuses on ability to access, analyze, and evaluate media messages. Develop tools to evaluate credibility, truth and accuracy through critical examination of news, opinion, advertising, PR, entertainment, and social media. Explore political/economic/social contexts of media production and consumption. May be offered online.

CMST A260 3 Units (54 lecture hours)

Organizational Communication

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

This course examines contemporary philosophies, methods and theories for studying the communication systems within different types of organizations. This course focuses on identifying the methods available for improving communication in organizations. Through lecture, discussion, and activities, the course will focus on communication as a process and skill that can help individuals and their organizations to mediate conflicts and challenges among organizational members. This course may be offered online.