

COMM 200/JOUR 101	Introduction to Mass Communication and Society (3)	
COMM 262	Forensics Workshop I: Individual Events (2)	
COMM 263	Forensics Workshop II: Individual Events (2)	
COMM 264	Forensics Workshop III: Individual Events (2)	
COMM 265	Forensics Workshop IV: Individual Events (2)	
COMM 272	Forensics Workshop I: Debate (2)	
COMM 273	Forensics Workshop II: Debate (2)	
COMM 274	Forensics Workshop III: Debate (2)	
COMM 275	Forensics Workshop IV: Debate (2)	
Total units		21

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

Note: No more than 8 units from forensics workshop courses will be accepted towards the completion of the major.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

REQUIRED:

COMM 104	Public Speaking	3
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LIST A: (6 units)

COMM 160	Argumentation and Debate	3
COMM 174	Interpersonal Communication	3

LIST B: select two (6 units)

COMM 103	Oral Communication (3)	
COMM 176	Intercultural Communication (3)	
COMM 200	Introduction to Mass Communication and Society (3)	

LIST C: select one course below or any course from List B not already used (3-4 units)

ANTH 102	Cultural Anthropology (3)	
PSYC 101	General Psychology (4)	
SOC 101	Introduction to Sociology (3)	
ENGL 116	Critical Thinking and Composition (4)	

Total units **18-19**

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ASSOCIATE IN ARTS DEGREE

COMMUNICATION STUDIES FOR TRANSFER

STUDENT TRANSFER ACHIEVEMENT REFORM (STAR) ACT (SB1440)



ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01475)

Designed to provide students who desire a broad cultural education in the liberal arts and for the major who wishes to transfer to a four-year college or university. Coursework focuses on both theoretical principles of oral communication and practical application in public speaking in formal and informal debates. In addition, the curriculum encourages effective personal growth, citizenship, and social relations.

Program Student Learning Outcome Statement:

- Demonstrate the communication skills necessary to engage competently in interpersonal, small group, public speaking and mass communication contexts.

COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT

SCHOOL OF BUSINESS AND TECHNOLOGY

DEAN: Mink Stavenga, DBA, Office 470K, 619-482-6569

FACULTY: Elisabeth Shapiro, J.D.

DEPARTMENT CHAIR: Elisabeth Shapiro, J.D.

GENERAL DESCRIPTION

In recent years, governmental entities and community planning groups have undertaken urban revitalization by focusing on initiatives that develop the local economy, create jobs, and maximize the use of local resources including the development of real property, transportation, water and other natural resources. Southwestern College has developed the Community, Economic, and Urban Development Program to provide students with the skills and knowledge required to be successful in this and related career fields. The program discusses the concepts of city planning, architectural design, land use, innovation, creativity, leadership, real estate, transportation, economics principles, and workforce development.



A work experience component offers volunteer or paid internship opportunities on local civic boards, commissions, councils, committees, private businesses, government agencies, or non-profit organizations located throughout San Diego County focusing on the south county region. Students gain practical skills and can work toward employment in the field or transfer to a four-year college or university that has related programs in the area of urban planning.

CAREER OPTIONS

Urban planner has been considered one of the “best careers” in surveys conducted by various organizations. The following list is a sample of the career options available for individuals who complete studies in the Community, Economic, and Urban Development major. Some of these options require an advanced certificate or an associate degree; some require a bachelor’s or master’s degree: urban/city planner or designer, transportation planner, environmental technician, research analyst, title examiner, construction manager, operations manager, architect, real estate and land use designer, property and community association manager, economic developer, housing specialist, parks and recreation planner, surveying and mapping technician, workforce developer, community activist, charitable and social service organization worker/manager, and entrepreneur involved in urban planning and design.

DEGREE/CERTIFICATE OPTIONS

MAJOR CODE

Associate in Science Degree: Career/Technical

Community, Economic and Urban Development 01061

Certificates of Achievement

Community, Economic and Urban Development—Basic 01062

Community, Economic and Urban Development—
Intermediate 01063

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

ASSOCIATE IN SCIENCE

COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT

ASSOCIATE IN SCIENCE DEGREE CAREER/TECHNICAL (MAJOR CODE: 01061)

Prepares students to work in leadership roles in private, public, and nonprofit organizations engaged in various community planning, economic development, and residential/commercial revitalization activities. Develops skills in community land-use planning, economic development, business planning, community leadership, design concepts, economics, and real estate principles and practices.

Program Student Learning Outcome Statement:

- Students will prepare a report on a South San Diego County community or regional planning initiative or other related effort that they have researched.

ACCT 101	Principles of Accounting I	4
BUS 52	Basics of Government Contracting	2
BUS 83	Principles of Economic Development	3
BUS 84	Grant Research and Writing Fundamentals	1
BUS 100	Introduction to Community, Economic, and Urban Planning	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 211	Communication in Business and Industry (3) OR	3
BUS 212	Business Communication (3)	3
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
GEOG 145	Introduction to Mapping and Geographic Information Science (GIS)	3
LDR 152	Business Innovation and Creativity	1
LDR 154	Community and Collaborative Leadership	3
LDR 155	Strategic Planning and Sustainability (3) OR	3
RE 101	Real Estate Principles (3)	3
LDR 156	Microfinance and Sustainable Development (3) OR	2–3
LEGL 266	Mediation, Negotiation, and Conflict Management (2)	2
BUS 290–293	Work Experience in Business	2–4
Total units		40–43

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

CERTIFICATES

COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT: BASIC

CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 01062) BASIC

Prepares students to work in private, public, and nonprofit organizations engaged in various community, and economic development activities. Provides an overview of the key areas involved in the field, including concepts of sustainability, strategic planning, microfinance, community design, real estate, economics, and legal issues related to the field.



Program Student Learning Outcome Statement:

- Students will prepare a PowerPoint presentation on a community planning initiative or other related effort that they have been exposed to in the South Bay or in the broader San Diego region.

GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment.

BUS 100	Introduction to Community, Economic and Urban Planning	3
BUS 83	Principles of Economic Development	3
BUS 211	Communication in Business and Industry (3) OR	3
BUS 212	Business Communication (3)	3
ECON 101	Principles of Economics I	3
GEOG 145	Introduction to Mapping and Geographic Information Science (GIS)	3
LDR 152	Business Innovation and Creativity	1
LDR 154	Community and Collaborative Leadership	3
LDR 155	Strategic Planning and Sustainability (3) OR	3
RE 101	Real Estate Principles (3)	
Total units		22

COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT: INTERMEDIATE

**CERTIFICATE OF ACHIEVEMENT****CAREER/TECHNICAL (MAJOR CODE: 01063)**

Prepares students to work in private, public, and nonprofit organizations engaged in various community planning, economic development, and residential/commercial revitalization activities. Develops skills in project management, accounting, business ethics, human resources, labor relations, and business communications.

Program Student Learning Outcome Statement:

- Students will prepare a report on a South San Diego County community or regional planning initiative or other related effort.

GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment.

ACCT 101	Principles of Accounting I	4
BUS 52	Basics of Government Contracting	2
BUS 84	Grant Research and Writing Fundamentals	1
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
ECON 102	Principles of Economics II	3
LDR 156	Microfinance and Sustainable Development (3) OR	2–3
LEGL 266	Mediation, Negotiation, and Conflict Management (2)	
BUS 290–293	Work Experience in Business	2–4

Plus the courses required for the Community, Economic and Urban Development—Basic certificate		22
Total units		40–43

