COMMUNICATION

SCHOOL OF ARTS, COMMUNICATION, AND SOCIAL SCIENCES

**ACTING DEAN:** William Kinney, M.A., Office 702B, 619-482-6372

**FACULTY:** Eric Maag, M.A.; Jordan Mills, M.A.; Candice Taffolla-Schreiber, M.A.; Rebecca Wolniewicz, Ph.D.; Rachel Hastings, Ph.D.

**DEPARTMENT CHAIR:** Rebecca Wolniewicz, Ph.D.

**GENERAL DESCRIPTION**

In the broadest sense, communication is the study of all forms of human communication with a focus upon verbal behavior. This department explores the nature and method of verbalization including the development and use of language and symbolic process and theories of rhetoric and communicative behavior. A competent communicator is skilled in the critical analysis of an evaluation of messages and can manage essential factors within a verbal situation, such as idea selection, language use, and vocal or physical presentation.

**THIRD SEMESTER**

- CHEM 240 Organic Chemistry I 5
- MATH 252 Analytic Geometry and Calculus III 4
- PHYS 272 Principles of Physics II 3
- PHYS 273 Principles of Physics Laboratory II 1

**FOURTH SEMESTER**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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<tr>
<td>CHEM 250 Analytical Chemistry (S) OR CHEM 242 Organic Chemistry II (S)</td>
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**Total units:** 41

Students who plan to major in Biochemistry at a four-year college or university should also enroll in BIOL 210 and 212.

**If you do not have the prerequisites for CHEM 200 and MATH 250, take CHEM 170 and MATH 101 in your first semester. This will add one semester to your program of studies.**

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

**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.**

**CAREER OPTIONS**

Below is a sample of the career options available for the communication major. A few of these require an associate degree, most require a bachelor’s degree, and some require a graduate-level degree. Possible career options include: high school or college instructor, public relations officer, television or radio broadcaster, consultant, lawyer, public administrator, politician, speech writer, minister, sales representative, business manager, television, radio critic, or film critic. With additional coursework, a communication major can seek positions related to speech pathology, and audiology, which is a field concerned with disorders of speech, language, and hearing.

**DEGREE/CERTIFICATE OPTIONS**

**MAJOR CODE**

- Associate in Arts Degree: Transfer Preparation
  - Communication A1470
  - Communication Studies (SB 1440) 01475

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

**ASSOCIATE IN ARTS DEGREE**

**COMMUNICATION**

**ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: A1470)**

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.
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.

**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.

**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.