

COMMUNICATIONS

The Communications Department of Palo Alto College offers classes that empower all students, both Communications majors and non-majors, with a greater understanding of the Information Age in which they live and with the necessary skills to thrive in this increasingly global and digital environment.

Palo Alto College offers three Communications sub-areas or “tracks” for Communications majors: Journalism/Mass Communication; Advertising/Public Relations; and Radio & Television/Broadcast Journalism.

Besides learning about the historical underpinnings of the mass media and learning how to critically analyze its content, students are offered courses with a strong hands-on learning emphasis through the creation of their own media content — professional-quality websites, broadcast-ready digital television productions, and well-crafted articles and layouts for Palo Alto’s student-produced newsletter, “The Pulse.” All Communications majors will build a portfolio of work to present to their transfer institutions and potential employers.

Those students planning to pursue a baccalaureate degree in Communications should base all course selections on the degree plan from the institution to which they plan to transfer. Students who intend to major in Communications and have not yet decided on the senior college that they will transfer to should follow Palo Alto College’s degree plan for Communications majors.

Associate of Arts in Communications (3031)

(For students specializing in Advertising/Public Relations)

1. Communication		9
Composition	ENGL 1301	3
	ENGL 1302	3
Speech	SPCH 1311 or 1321	3
2. Mathematics		3
	MATH 1332	3
3. Natural Sciences		7
	Natural Science with Lab	4
	Natural Science without Lab	3
	BIOL, CHEM, ENVR, GEOL or PHYS	
4. Humanities & Visual and Performing Arts		9
Humanities	HUMA 1301	3
	HUMA 2323	3
Visual and Performing Arts	ARTS 1301	3
5. Social and Behavioral Sciences		15
History	HIST 1301	3
	HIST 1302	3
Government	GOVT 2305	3
	GOVT 2306	3
Social/Behavioral Sciences	GEOG 1303 or PSYC 2314	3
6. Computer Literacy		3
	COMM 2324	3
7. Kinesiology		2
	KINE or DANC	1
	KINE or DANC	1
8. Area of Concentration *		12-15
	6-9 SCH from Competency 1 (see chart)	
	3-9 SCH from Competency 2 (see chart)	

*A course may count toward only one competency area, as designated by the sending institution.

Total Hours

60-63

Field of Study Curricula in Communications for Students Specializing in Advertising/Public Relations

Total Block of 12 SCH (semester credit hours) (15-SCH block accepted at prerogative of accepting institution)	Advertising/Public Relations
Competency Area 1 Historical/ Theoretical/ Analytical 6-9 SCH selected from:	<ul style="list-style-type: none"> • Intro to Mass Communication (COMM 1307) or Media Literacy (COMM 2300) • Intro to Public Relations (COMM 2330) • Intro to Advertising (COMM 2327)
Competency Area 2 Writing/ Performance/ Production 3-9 SCH selected from:	<ul style="list-style-type: none"> • News Gathering & Writing I (COMM 2311) • News Gathering & Writing II (COMM 2315) • Editing & Layout (COMM 2305) • Radio/TV News (COMM 2332) • TV Production I (COMM 1336) • TV Production II (COMM 1337) • Writing for Radio, TV, & Film (COMM 2339) • Photography I (COMM 1318) • Photography II (COMM 1319)