

ENTERTAINMENT AND TOURISM COMMUNICATIONS

REVISED 01/2026

Completed	Course	Title	Prerequisites	Notes
[21 units] Communications Core Requirements				
Required Core Courses: Take all three of these courses				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society (GE D.1)	none	"C" required
<input type="checkbox"/>	COMM 317	Digital Foundations	GE C.1 or C.2	
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233; jr.	
Core Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 300	Visual Communication (GE C [UD])	GE C.1 or C.2	"C" required
<input type="checkbox"/>	COMM 310	Mass Media Ethics	jr.	
<input type="checkbox"/>	COMM 315	Mass Media and Diversity (GE D/Z* [UD], if taken F'20 or later)	GE D.1 or COMM 233	
<input type="checkbox"/>	COMM 333	Mass Media Effects (GE D [UD])	GE D.1	
<input type="checkbox"/>	COMM 370	Principles and Ethics of Journalism (GE D [UD]) (formerly 425)	GE D.1 (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	
<input type="checkbox"/>	COMM 422	Communications Technologies	COMM 233	
<input type="checkbox"/>	COMM 426	Global Media Systems	COMM 233; jr.	
<input type="checkbox"/>	COMM 480	Persuasive Communications	COMM 233; jr.	
Principles Course: Take the following course (complete as early as possible)				
<input type="checkbox"/>	COMM 346	Principles of Entertainment and Tourism Communications	GE D.1 (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	"C" required
Capstone Course: Select one of the following courses				
<input type="checkbox"/>	COMM 449 OR COMM 474	COMM 449: Capstone - Entertainment and Tourism Studies COMM 474: Capstone - ADV/PR/ETC Student Agency (Practical Advantage student-run agency open to ADV & PR [& ETC students who meet the prereqs])	449: COMM 346 & 410 and pre or co-req.: COMM 446 474: COMM 346 or 350 or 361 and 351 or 362; repeatable once for non-major elective credit	"C" required
Internship Course: Take the following course				
<input type="checkbox"/>	COMM 495T	Mass Media Internship (http://communications.fullerton.edu/internship) (Mandatory Internship Orientation required prior to enrollment; RSVP via website)	COMM 346, 446; jr.; 2.25 GPAs: CSUF, major, CUM "CR/NC" grading repeatable once for non-major elec. credit (6 unit limit: total intern. units)	
[18 units] Entertainment and Tourism Concentration Requirements				
Required Concentration Courses: Take all three of these courses				
<input type="checkbox"/>	COMM 101	Writing for the Mass Media	ENGL 101	
<input type="checkbox"/>	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365	"C" required
<input type="checkbox"/>	COMM 410	Principles of Communication Research	COMM 233; jr.	
Writing Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 301	Writing for Broadcasting and Film [UDW]	ENGL 101	"C" required
<input type="checkbox"/>	COMM 334	Feature Article Writing [UDW]	COMM 101	"C" required
<input type="checkbox"/>	COMM 351	Writing for the Advertising Industry [UDW]	ENGL 101	"C" required
<input type="checkbox"/>	COMM 362	Public Relations Writing [UDW]	COMM 101 and 361	"C" required
<input type="checkbox"/>	COMM 471	Capstone - Daily Titan News [UDW] (http://dailyytitan.com/)	COMM 325 or 372	"C" required
Entertainment Electives: Select two of the following courses, with at least one chosen from Section A				
Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B				
<input type="checkbox"/>	COMM 333	Mass Media Effects (GE D [UD])	GE D.1	
<input type="checkbox"/>	COMM 436	Reporting on the Entertainment Industry [UDW]	COMM 201 or 202	
<input type="checkbox"/>	COMM 447	Tourism and Travel	COMM 346 or 350 or 361 or MGMT 339 or MKTG 351	
<input type="checkbox"/>	COMM 448T	Entertainment Industry Studies (topics vary [e.g., music, tourism])	COMM 233 or 346	repeatable once with a different topic
<input type="checkbox"/>	COMM 465	Entertainment Public Relations	COMM 346 or 361	
<input type="checkbox"/>	COMM 497T	Event Planning and Management	COMM 346 or 350 or 361 or BUAD 301	repeatable once for non-major elective credit fall sections: Newport Beach Film Fest; spring sections: Comm Week, Newport Beach Film Fest, Full. Arboretum
Section B elective: Take no more than one course from this section; if you take two Section A courses, Section B is not required				
<input type="checkbox"/>	COMM 350	Principles of Advertising	GE D.1 (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	
<input type="checkbox"/>	COMM 361	Principles and Ethics of Public Relations	GE D.1 (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	
<input type="checkbox"/>	COMM 380	Interactive Media Design	COMM 317	
<input type="checkbox"/>	COMM 422	Communications Technologies	COMM 233	
<input type="checkbox"/>	COMM 466T	Current Topics in Public Relations	COMM 346 or 350 or 361	repeatable once w/diff. topic for non-mjr credit
[= 39 units]	13 Total Communications Courses			
[+ 72 units]	Courses outside of Communications			
	(72 units must be completed outside the areas of the 'COMM' department, including non-major GE, collaterals, minor/second major, and/or free electives.)			
[+ 9 units]	Additional COMM Courses to Earn 120 Minimum Units			
	(Up to 9 units of additional COMM department coursework [beyond the 39 COMM units required for the major] may be taken as free electives to count toward the 120 minimum units required. Students are strongly encouraged to consider additional COMM coursework to further their development as media professionals and to enhance their digital media skills. [These units may be chosen from any department, however.])			
[= 120 units]	Minimum Units Required for the B.A. Degree (Review your TDA and visit the College of Communications Student Success Center [CP-210; http://communications.fullerton.edu/advising/] to confirm overall unit requirements for graduation and TDA accuracy.)			

[12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors must complete at least 12 units of supplementary, upper-division courses.

You may complete this 'collateral requirement' in ONE of the following ways:

- Option 1: **Collateral Courses:** Select four courses (12 units) from the below list of approved collateral courses; select ANY four courses from ANY category
- Option 2: **Minor or Double Major:** Completion of a minor or double major in any OTHER department (COMM majors cannot minor in advertising, journalism or PR)
- Option 3: **Certificate:** Completion of one of these certificates: 1) Digital Communications Media; 2) Photocommunications; 3) Radio-Audio; 4) Sports Media

Collateral Course List: Select any four courses

 _____ _____ _____ _____ _____

'GE' column: denotes courses that double-count with GE reqs. (subject to change; double-check GE statuses on the GE website)

Fall 2018–Spring 2019 catalog years: GE C (UD) meets upper-division GE C.4; for **Fall 2019–later catalog years:** GE C (UD) meets upper-division GE C.3

Fall 2018–Spring 2021 catalog years: GE D (UD) meets upper-division GE D.4; for **Fall 2021–later catalog years:** GE D (UD) meets upper-division GE D.3

Prerequisites: these are indicated in parentheses () next to the course title (subject to change; double-check [Titan Online class schedule](#) for currently enforced prerequisites)

Collateral Courses Approved for the Entertainment and Tourism Concentration

Course	Title	GE	Course	Title	GE
AMST 318	Hollywood & America: Using Film as a Cult. Doc. (prereq.: GE D.1)		MGMT 340	Organizational Behavior (business major/minor-only co-reqs)	
AMST 346	American Culture Through Spectator Sports (prereq.: GE D.1)		MGMT 343	Human Resource Management (BUAD 301, MGMT 340)	
AMST 408	Gaming and American Culture (prereq.: GE D.2)		MGMT 365	Entertainment Business (BUAD 210 or MGMT 246 for non-business mtrs)	
AMST 428	American Monsters (prereq.: GE D.2 or POSC 100)		MGMT 432	Staffing (business majors only)	
AMST 442	Television and American Culture (prereq.: GE D.2 or POSC 100)		MGMT 435	Management of Service Organizations (business majors only)	
ANTH 415	Anthropology of Tourism (ANTH 102)		MGMT 443	Team Leadership Skills (MGMT 339, MGMT 340; COMM mjr or business mjr)	
BUAD 360	Entertainment Money Management (ACCT 201A or BUAD 210; MGMT 365)		MGMT 446	Entertainment Business Law (BUAD 210 or MGMT 246 for non-business mtrs)	
CAS 360	Adolescents and the Media (prereq.: GE D.1)	GE E	MGMT 470	Entertainment Operations (BUAD 210 or MGMT 339 for non-business mtrs)	
CHIC/CTVA 369	Border Cinema (prereq.: GE C.1 or C.2)	GE C/Z* (UD)	MGMT 471	Hospitality & Tourism Management (BUAD 210 or MGMT 339 for non-business mtrs)	
COMD 302	Introduction to Sign Language (prereq.: GE A.1)		MKTG 351	Principles of Marketing (jr. stndng for non-business mtrs)	
COMD 345	Communication and Aging (prereq.: GE A.1)	GE E	MKTG 353	Marketing Information Technology (MKTG 351 for non-business mtrs)	
CTVA 360	Programming (prereq.: GE D.2)		MKTG 370	Consumer Behavior (MKTG 351 pre- or co-req. for non-business mtrs)	
CTVA 361	American Television: Beginnings-1980 (prereq.: GE C.1 or C.2)		MKTG 379	Marketing Research Methods (MKTG 351 for non-business mtrs)	
CTVA 363	American Television: 1980-Present (prereq.: GE C.1 or C.2)		MKTG 405	Advertising and Promotions Strategy (MKTG 351)	
CTVA 365	Children's Television (prereq.: GE D.1)	GE D (UD)	MKTG 425	Retail Marketing Strategy (MKTG 351)	
CTVA 375	Documentary Film and TV (prereq.: GE C.1 or C.2)		MKTG 430	Sports Marketing (MKTG 351)	
GEOG 371	The National Parks	GE D (UD)	MKTG 455	Digital Marketing (MKTG 351)	
GEOG 373	Global Cuisines (GEOG 100)	GE E	MUS 355	Film Music (prereq.: GE C.1)	GE C (UD)
GEOG 432	Ecotourism (GEOG 321, 360 or 371)		SOCI 341	Social Interaction (prereq.: GE D.1)	GE E
HCOM 326	Organizational Communication Dynamics		SOCI 348	Collective Behavior (SOCI 101)	
HCOM 422	Applications of Intercultural Communications (HCOM 320)		SOCI 410	Theories of Social Behavior (SOCI 101 or jr. standing)	
MGMT 339	Managing Operations (business major/minor-only co-reqs)		THTR 383	Drama into Film (prereq.: GE C.1)	GE C (UD)

Additional Collateral Courses Approved for ALL Concentrations (Including Entertainment)

AFAM 335	History of Racism (prereq.: GE D.1)	GE D/Z* (UD)	HCOM 313	Interpersonal Communication Theory	
AMST 300	Introduction to American Popular Culture (prereq.: GE D.1)	GE D (UD)	HCOM 320	Intercultural Communication	GE D/Z* (UD)
AMST 301	American Experiences (prereq.: GE D.1)	GE D/Z* (UD)	HCOM 321	Latina/o Intercultural Communication (HCOM 100 or 102)	
AMST 324	American Immigrant Cultures (prereq.: C.1 or C.2)	If taken F'20-later: GE C/Z* (UD)	HCOM 324	Communicating in Teams and Groups	
AMST 345	The American Dream (prereq.: C.1 or C.2)	If taken F'21-later: GE C/Z* (UD)	HCOM 325	Interviewing: Principles and Practices	
AMST 395	California Cultures (prereq.: GE D.1)	GE D/Z* (UD)	HCOM 332	Processes of Social Influence	
ASAM/PSYC 346	Asian American Psychology (prereq.: GE D.1)	GE D/Z* (UD)	HCOM 333	Communication in Business and the Professions	
ASAM 360	Multiple Heritage Asian American & Pac Islanders (prereq.: GE D.1)	GE D/Z* (UD)	HCOM 334	Persuasive Speaking (HCOM 100 or 102)	
CHIC 303	Chicano/Mexican Cultures (prereq.: GE D.1)	GE D/Z* (UD)	HCOM/LING 360	Nonverbal Communication (HCOM 100 or LING 106)	
CPSC 313	The Computer Impact (prereq.: GE B.4 & jr. offered summers only)	GE B.5 (UD)	KNES/PUBH 342	Stress Management (prereq.: sophomore standing or above)	GE E
CTVA 300	Language of Film		PHIL 312	Business and Professional Ethics (jr. standing)	GE C (UD)
CTVA 301	Critical Studies: Cinema		POSC 300	California Government and Politics (POSC 100)	GE D (UD)
CTVA 302	Critical Studies: Television		POSC 448	Media and Politics (POSC 100)	
CTVA 350	Story Structure (ENGL 101)		POSC/WGST 485	Women, Gender and Politics (POSC 100)	GE D (UD)
CTVA 362	Media Literacy (prereq.: GE C.1 or C.2)	GE E	PSYC 351	Social Psychology (PSYC 101)	GE D (UD)
CTVA 480	Management in CTVA (CTVA 100)		PUBH 325	Consumer Health (prereq.: non-frosh and GE A.1 or A.2)	
ENGL 301	Advanced College Writing (ENGL 101)		RLST 400	Religion, Media & Contemp. Culture (AMST 201, COMM 233, HIST 180, RLST 105 or 110)	
ENGL 303	The Structure of Modern English (jr. standing)		SOCI 345	Sociology of Communication (prereq.: GE D.1)	
FIN 310	Personal Financial Management (prereq.: GE B.4)	If taken F'18 or later: GE B.5 (UD)	SPAN 303	Writing for Hispanic Media (SPAN 301)	
GSS 420	Queer Theory (prereq.: GE C.1 or UD D) [was 'WGST 420' before F'25]		SPAN 405	Spanish Editorial Convergence Model (SPAN 301)	

IMPORTANT ADVISING NOTES

- **COMM 333, 422 and 426 may only count ONCE** toward fulfilling major requirements | "jr.": junior standing (60+ units) | "sr.": senior standing (90+ units)
- **[UDW]:** at least one UDW course must be passed with a "C" or higher to satisfy the university's upper-division baccalaureate writing requirement.
- **COMM major and collateral courses that are approved GE courses may "double-count" to fulfill both requirements** (you will not earn double the units, however).
- **Student may need to be a declared COMM major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online.
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.0 or better in the major, as well as a "C" or better in 1) major courses that are prerequisites for other major courses taken, 2) one [UDW] course, and 3) courses noted as "C required" on the checklist; a "C minus [C-]" will not fulfill a "C required" designated course.
- **GE and Major Academic Advisement:** [College of Communications Student Success Center](#) (CP-210): professional staff academic advisement for GE, major, overall degree requirements; TDA reviews, class registration assistance/permits, university policies, academic probation holds, graduation check approvals. For hours of operation, visit <http://communications.fullerton.edu/advising/>. Faculty Advisement: faculty office hours available online and in the communications department (CP-400).