

ENTERTAINMENT AND TOURISM COMMUNICATIONS

Completed	Course	Title	Prerequisites	Notes
[6 units] Core Requirements: Take both of these courses				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society	GE D.1	"C" required
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233, jr.	
[3 units] Core Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 300	Visual Communication	GE C.1 or C.2	"C" required
	COMM 310	Mass Media Ethics	jr.	
	COMM 315	Mass Media and Ethnic Groups	COMM 233; jr.	
	COMM 333	Mass Media Effects	GE D.1, jr.	
	COMM 422	Communications Technologies	COMM 233	
	COMM 425	History and Philosophy of American Mass Communication	COMM 233, jr.	
	COMM 426	Global Media Systems	COMM 233; jr.	
	COMM 480	Persuasive Communications	COMM 233; jr.	
[3 units] Breadth Requirement: Take the following course				
<input type="checkbox"/>	COMM 410	Principles of Communications Research	COMM 233, jr. strongly advised to take as early as possible	
[15 units] Entertainment & Tourism Concentration Requirements: Take all five courses				
<input type="checkbox"/>	COMM 101	Writing for the Mass Media	ENGL 101	
<input type="checkbox"/>	COMM 346	Introduction to Entertainment and Tourism Studies	jr.	"C" required
<input type="checkbox"/>	COMM 446	Entertainment and Society	COMM 346 or 350 or 361	"C" required
<input type="checkbox"/>	COMM 449 OR COMM 474	COMM 449: Capstone - Entertainment & Tourism Communications COMM 474: Capstone - ADV/PR/ETC Student Agency (474: <i>Practical Advantage: Irvine Campus student-run agency</i>)	COMM 346	
<input type="checkbox"/>	COMM 495T	Mass Media Internship information: http://communications.fullerton.edu/internship	COMM 346, 446; jr.; 2.25 GPA in 1) CSUF, 2) COMM, 3) CUM	"CR/NC" grading fall, spring, summer
[3 units] Writing Elective: Select one of the following courses				
<input type="checkbox"/>	COMM 301	Writing for Broadcasting and Film [UDW]	ENGL 101	"C" required
	COMM 334	Feature Article Writing [UDW]	COMM 101	"C" required
	COMM 351	Writing for the Advertising Industry [UDW]	ENGL 101	"C" required
	COMM 362	Public Relations Writing I [UDW]	COMM 101, 361; jr.	"C" required
	COMM 471	Capstone - Daily Titan News [UDW]	COMM 201	"C" required
[6 units] Entertainment Electives: Select two courses, with at least one 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 436	Reporting on the Entertainment Industry [UDW]	COMM 201 or 202	
	COMM 447	Tourism and Travel	COMM 346 or 350 or 361 or MGMT 339 or MKTG 351	
	COMM 448T*	Entertainment Industry Studies (e.g., tourism, music, sports)	COMM 233 or 346 *may be repeated once w/a different topic	
	COMM 465	Entertainment Public Relations	COMM 346 or 361	
	COMM 497T	Event Planning and Management fall section: Newport Beach Film Festival spring sections: 1) Comm Week and 2) Newport Beach Film Festival	COMM 346 or 350 or 361 or BUAD 301 (May be repeated once for non-major elective credit only)	
Section B elective: Take no more than one course here; if you take two Section A courses, Section B is not required				
<input type="checkbox"/>	COMM 317	Digital Foundations	GE C.1 or C.2	
	COMM 333	Mass Media Effects	GE D.1, jr.	
	COMM 350	Principles of Advertising	none	
	COMM 361	Principles of Public Relations	jr.	
	COMM 380	Interactive Media Design	COMM 317	
	COMM 422	Communications Technologies	COMM 233	
	COMM 426	Global Media Systems	COMM 233, jr.	
[36 UNITS]	12 TOTAL COMMUNICATIONS COURSES			

- **COMM 333, 422, and 426 may only count ONCE**, as a core elective OR a concentration elective | "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
- **Student may need to be a declared communications major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online

[12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors are required to take 12 units (four courses) of supplementary, upper division courses in other departments. You may meet this requirement in ONE of the following ways:

Collateral Courses	Select four courses (12 units) from the list below of approved collaterals; select ANY four courses from ANY category. You may substitute other courses with advisor approval. You may be exempt from prerequisites with equivalent courses or with the consent of the instructor.
Minor/Double Major	Completion of a minor or double major in any OTHER department meets the collateral requirement. Consult the university catalog for minors and majors in other departments: http://catalog.fullerton.edu .
Hispanic Media Certificate	'Spanish for Hispanic Media' is a five course (15 units) professional certificate designed to improve the Spanish language skills of bilingual students and enhance their cultural competency of the U.S. Latino population. Completion of the certificate will satisfy the collateral requirement. For more information, contact Inez Gonzalez, Latino Communications Initiative (LCI) Director: igonzalet@fullerton.edu .

Collateral List: Select any four courses

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Collateral Courses Approved for the Entertainment and Tourism Communications Concentration

Course	Title	GE	Course	Title	GE
AMST 318	Hollywood and America: Using Film as a Cultural Doc.		MKTG 351	Principles of Marketing	
ART 323A/B	Graphic Design (ART 223A, B, C or equiv.)		MKTG 353	Marketing Inform. Technology	
ART 363A/B	Illustration (ART 103, 107A/B, 117; B requires A)		MKTG 379	Marketing Research Methods	
FIN 310	Personal Financial Management	E	MKTG 405	Advertising and Promotions Strategy (COMM major)	
FIN 320	Financial Management I		MKTG 425	Retail Marketing Strategy (COMM major)	
HCOM 302	Introduction to Sign Language		MKTG 430	Sports Marketing (COMM major)	
HCOM 313	Interpersonal Communication Theory		MKTG 455	Strategic Internet Marketing (MKTG 351; MCBE major)	
HCOM 324	Communication in Teams and Groups		MUS 355	Film Music (prereq. = GE C.1)	C.3
HCOM 326	Organizational Communication Dynamics		MUS 306	Business of Music (MUS 101 or 151)	
HCOM 332	Processes of Social Influence		CTVA 360	Radio and TV Programming	
HCOM 345	Communication and Aging	E	CTVA 365	Children's Television (prereq. = GE D.1)	D.5
HCOM 360	Nonverbal Communication		CTVA 374	Contemporary World Cinema (prereq. = GE C.1 or C.2)	C.3/Z*
HCOM 422	Applications of Intercultural Comm. (HCOM 320)		CTVA 371	Contemporary American Film (prereq. = GE C.1 or C.2)	
MGMT 339	Principles of Management and Operations		CTVA 375	Documentary Film and TV (prereq. = GE C.1 or C.2)	
MGMT 340	Organizational Behavior		SOCI 341	Social Interaction (SOCI 101)	E
MGMT 343	Human Resource Mgmt.		SOCI 348	Collective Behavior (SOCI 101)	
MGMT 435	Management of Service Organizations (MGMT 339)		SOCI 410	Theories of Social Behavior (SOCI 101)	
MGMT 443	Team Leadership Skills (MGMT 339, 340)		THTR 383	Drama into Film (prereq. = GE C.1)	C.3
MGMT 446	Entertainment Business Law (MGMT 246)				

Collateral Courses Approved for ALL Concentrations (Including Entertainment and Tourism Communications)

AFAM 335	History of Racism	D.5/Z*	HCOM 333	Communication in Business and the Professions	
AMST 300	Introduction to American Popular Culture	D.5	PHIL 312	Business and Professional Ethics (jr.)	C.3 or E
AMST 301	American Character	D.5/Z*	POSC 300	Contemporary Issues in California Government & Politics	D.5
CPRL 400	Religion, Media and Contemporary Culture		POSC 448	Media and Politics (POSC 100)	
CPSC 313	The Computer Impact (jr.)	B.5	PSYC 351	Social Psychology (PSYC 101)	D.5
ENGL 301	Advanced College Writing (ENGL 101)		CTVA 300	Language of Film (prereq. = GE A.3)	
ENGL 303	The Structure of Modern English (jr.)		CTVA 350	Story Structure (ENGL 101)	
HCOM 320	Intercultural Communication	D.5/Z*	CTVA 480	Management in RTVF (prereq. = GE D.4)	
HCOM 325	Interviewing: Principles and Practices		SOCI 345	Sociology of Communication (SOCI 101)	

GE: denotes collaterals that double count with General Education categories (double-check current GE status for courses on Titan Online) | **Prerequisites:** these are indicated in parentheses ()

IMPORTANT ADVISING NOTES

- **DEGREE:** 36 comm major + 72 outside comm (GE and collateral/minor/double major courses count here) + 12 additional = 120 units (minimum). Up to 12 units (four courses) of additional 'COMM' courses may be taken to meet the '12 Additional Units to meet the 120-Unit Requirement' on the Titan Degree Audit (TDA). Students are strongly encouraged to choose additional COMM courses to further their professional media skills. To clarify remaining elective units, visit the College of Communications Advising and Student Success Center (CP-650-26).
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.00 ("C") 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.
- **GRAD CHECK:** Grad check procedures and eligibility information: <http://www.fullerton.edu/admissions/CurrentStudent/Graduation.asp>
- **ACADEMIC ADVISEMENT:** Faculty Advisement: office hour flyers available in the communications department (CP-400); College of Communications Advising and Student Success Center (CP-650-26); walk-in advisement for GE, major, degree requirements, TDA reviews, university policies/procedures and grad check approvals: <http://communications.fullerton.edu/advising>.