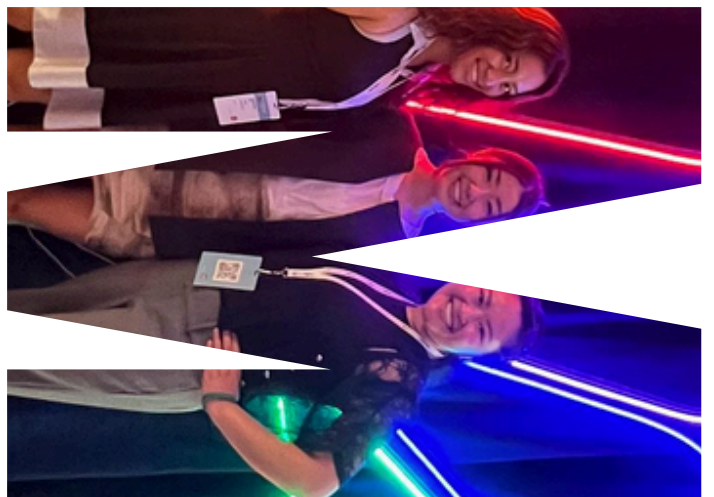
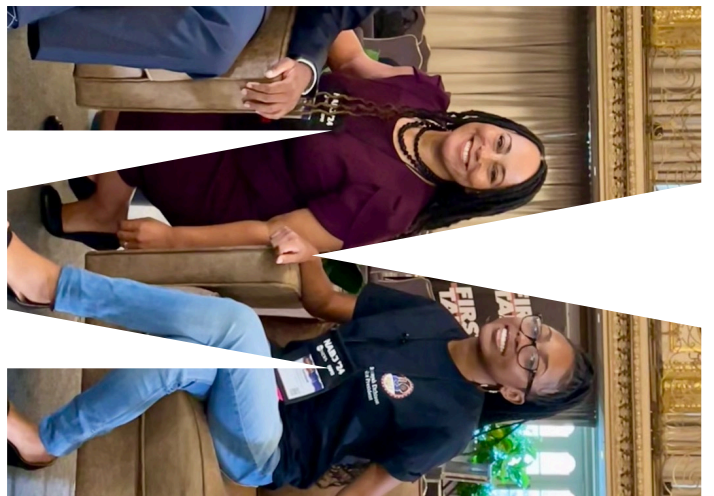


DEPARTMENT OF
COMMUNICATIONS

HIGH-IMPACT PROGRAMS

CSUF

Department of
Communications



CALIFORNIA STATE
UNIVERSITY, FULLERTON

A NOTE FROM THE CHAIR



The Department of Communications (COMM) at California State University, Fullerton trains students in the theories and practices of

ethical, effective communications. On campus and across the state and nation, COMM is also a leader in providing “High Impact practices” (HIPs) for its 1,500+ majors. I am proud to introduce some of these transformative educational programs in the following pages.

At CSUF, HIPs are defined as educational opportunities that provide high-level performance expectations; require significant time and effort; provide meaningful and substantive learning interactions; create experiences with diversity, complexity, and change; provide frequent and meaningful feedback; and offer reflective, integrated, and experiential learning.

We know that students who are engaged in transformative learning opportunities inside and outside the classroom learn more and are better prepared for the workforce. CSUF has paved the way in expanding HIPs experiences with the goal of improving student engagement and performance. HIPs are integral to student experiences in the

Department of Communications, and for nearly 60 years, our faculty have provided high-quality, accessible, and affordable education to students interested in communications and mass media careers.

The Department has produced over 25,000 graduates since 1961, and our alumni are embedded in the communications workforce of the greater Los Angeles and Orange County regions and throughout the nation and world.

Longstanding successful HIPs include our mandatory internship program, placing more than 500 students a year in internships across Southern California, and COMM Week, our week-long communications conference, which recently celebrated its 47th year.

Award-winning student media provide hands-on, student-led publications that have taken traditional media formats into the digital era. The award-winning Daily Titan, now a multi-media news organization that includes print, web, social media, and podcasting platforms, is a nationally ranked program and regularly receives top awards from the Associated Collegiate Press.

OC News, our broadcast journalism program, is seen on cable throughout Orange County and has won awards from the Broadcast Education Association. Our annual magazines, Tusk Magazine and ProCOMM are written and produced each year by students and have won multiple awards. Student-produced Titan Radio is becoming more integrated into the Department's curriculum. Event planning classes help run the Newport Beach Film Festival, and the Spring Garden Flea Market in cooperation with the CSUF Arboretum and Botanical Garden. Study abroad options, from two-week mini courses to semester-long programs, help our students become global communicators. Our student PRSSA chapter is a national leader and has hosted the PRSSA International Conference

with attendees from all over the globe. Our Entertainment and Tourism Club regularly brings in executives from top media companies to interact and network with our students. And PRactical ADvantage Communications, a student-run advertising and public relations agency, has quickly become a national model for other college agencies.

It's an exciting time to study communications at one of the largest departments at CSUF and one of the largest mass communications programs in the U.S. These pages show some of the reasons why COMM embodies the saying, Titans Reach Higher!



Micheal McAlexander, MFA
Chair, Department of Communications



INTERNSHIP PROGRAM



The award-winning Department of Communications Internship Program has been in place for over 40 years, facilitating experiential learning to give CSUF graduates a competitive edge in the job market.

An internship is the critical element connecting academic experience to the professional arena. It allows students to develop and refine skills, gain exposure to the workplace, strengthen their resume and portfolio, and build a network of industry contacts.

Students who complete academic internships are more likely to receive full-time job offers in their field and command higher starting salaries compared to those who do not. For this reason, academic internships are required of every Communications major at CSUF.

COMM 495T is a 3-unit credit/no credit course which is offered in Fall, Spring, and Summer and requires a minimum of 120 hours at an approved academic internship site.

Students are responsible for securing their own internships, but are supported by the Faculty Internship Coordinator, the Career Center, the Center for Internships and Community Engagement (CICE), and the Titan Connection internship database.





Popular internship sites include news outlets, professional sports teams, television and radio stations, public relations and advertising agencies, healthcare institutions, non-profit organizations, production companies, and innumerable organizations covering the spectrum of the business landscape.

- Approximately 500 students per year enroll in the COMM 495T internship course
- CICE approves over 90% of academic internship requests
- COMM students have completed internships in Puerto Rico, Greece, and Australia



COMM WEEK

Comm Week is an annual, week-long communications conference planned and executed by the students in the COMM 497T course (Comm Week section).

The conference showcases the variety of interests and opportunities available via the College of Communications. All the major student organizations from the College are represented via special events during the week. Speakers are invited to the campus over four days to share their experiences and provide advice regarding their industry and professions, which have included



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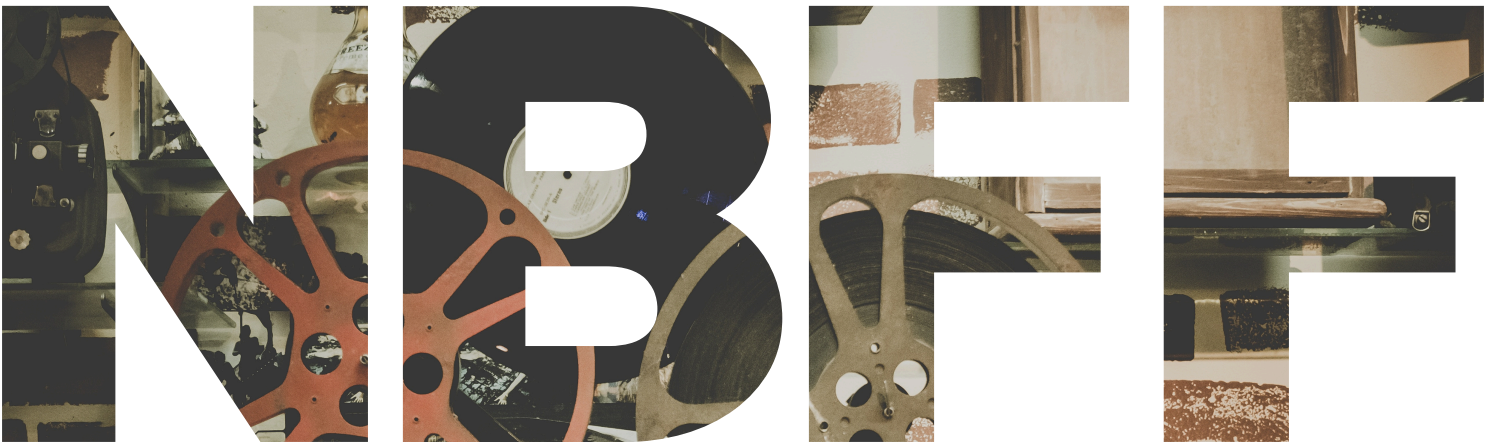
journalism, speech disorders, public relations, radio and television broadcasting, entertainment, advertising advertising, motivational/public speaking, and filmmaking.

The events take place in CSUF's Titan Student Union and are free and open to the public.

- Comm Week celebrated its 47th year in 2025
- More than 1,000 students attend Comm Week events each year
- On average, Comm Week hosts about 80 speakers and 50 events annually
- Approximately 20 students are responsible for the planning and execution of Comm Week



- Companies represented by past speakers include The Walt Disney Company, ESPN, NBC, FOX, CBS, Columbia Records, Omnicom Media Group, YouTube Health, Canvas Worldwide, Live Nation, TikTok, Entertainment Tonight, Los Angeles Lakers, KTLA, Southern California Edison, LAist 89.3FM, iHeartMedia, KDOC, Wells Fargo, Los Angeles Times, OC Register, KABC, PBS SoCal, KNX 1070AM, Yahoo!, Bloomberg, Goodwill, Nickelodeon, and the Orange County Sheriff's Department.



NEWPORT BEACH FILM FESTIVAL

COMM 497T (Film Festival section) provides the student with an opportunity to apply communication and event planning principles in the development of a real campaign for a real event, the Newport Beach Film Festival.

Students have a unique opportunity to directly interact with international governments and agencies. In the past, students have interfaced with the consulates of Mexico, Chile, Brazil, China, Japan, South Korea, Australia, France, Italy, Sweden, Germany and Ireland. Furthermore, the course allows students to engage and partner with multiple community organizations including the Swedish American Chamber of Commerce, German American Business Association, Italian Cultural Institute, The Japan Foundation, Korean Cultural Center, Orange County Hispanic Chamber of Commerce, Australian American Association, and the Hong Kong Trade Development Council. Students also produce and

promote marketing materials to over 200 interest groups and media outlets, resulting in over 400,000 media impressions and 250,000 social media impressions per year.

Students in this class will:

- Utilize event planning strategies and practices
- Identify and establish partnerships, sponsors, media sources and audiences
- Use marketing techniques to promote Spotlight/Showcase Events
- Understand and build a public relations and media plan
- Produce effective, extensive and professional press/media and social media materials
- Assist in the planning of a major entertainment event
- Develop a professional, thoughtful and well written Spotlight/Event Campaign Book/Business Plan

DAILY TITAN

The Daily Titan, Cal State Fullerton's student-run media organization since 1960, serves the university's more than 40,000 students and 4,000 faculty and staff. Any CSUF student may apply to be part of the Daily Titan's news and advertising departments. Two courses that support the Daily Titan are:

COMM 471: Capstone–Daily Titan News

COMM 454: Advertising



- Associated collegiate press
- Los Angeles Press Club
- California News Publishers Association
- American Scholastic Press Association
- Society of Professional Journalists. Region 11 Media Sales.

Daily Titan editors and reporters gain hands on newsroom experience, interacting with the CSUF and Fullerton communities to cover and publish compelling stories for online, print and social media. and provide advice regarding their industry and professions, which have included journalism, speech disorders, public relations, radio and television broadcasting, entertainment, advertising, motivational /public speaking, and filmmaking. The events take place in CSUF's Titan Student Union and are free and open to the public.

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TUSK MAGAZINE

COMM 434: Magazine Editing and Production is offered in both the fall and spring semesters, with a different editorial focus. Students work on all aspects of production from writing the stories, to editing to photography and design. Simultaneously, the staff also promotes the publication on social media and plans the final launch event.

Fall Semester: TUSK Magazine

TUSK Magazine recently celebrated its 25-year anniversary. TUSK Magazine is the entertainment and lifestyle magazine of Cal State Fullerton. The student-run production creates a high-quality magazine. TUSK covers student lifestyles and Southern California culture while amplifying the voices of lived experiences in SoCal, including impactful stories about the university's diverse communities; inspirational people and organizations on campus; student health; nightlife guides and restaurant guides.



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PROCOMM

Spring Semester: ProComm Magazine
ProComm Magazine forges a bond between current CSUF students and faculty and alumni, and benefits students interested in public relations aspects of content creation.

Under ProComm, students work with the College of Communications as the client, and feature all four departments, Communications, Cinema and Television Arts, Human Communication Studies and Communication Sciences and Disorders. The magazine highlights prominent accomplishments, individuals and projects.

The Fall 2024 issue of TUSK Magazine won Best Cover in the Apple Awards by College Media Association (four-year, >10,000 students) and second place in Best Website.

TUSK was named College Media Association's Four-Year Feature Magazine of the Year in 2021, and Top University Magazine (>10,000 students) in 2020 and 2019 by the California College Media Association.



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Titan Radio

Titan Radio offers students a hands-on broadcasting experience, allowing them to control every aspect of programming. The station is run and operated by student staff and volunteers who curate music programming and produce talk shows, news programs, podcasts, and other original content. Each semester, over 100 student DJs contribute to the 24/7 stream at titanradio.org.

Students create professional demo reels as their content reaches audiences worldwide. Students also produce concerts, create promotional campaigns, write blog content, and manage social media, developing a diverse skill set in multimedia communications. Furthermore, students develop essential life skills, including a strong work ethic, effective management, and leadership, all while gaining valuable experience in marketing and promotions.

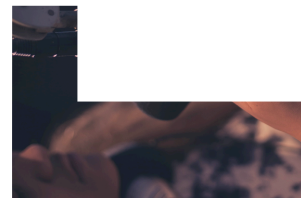
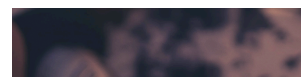
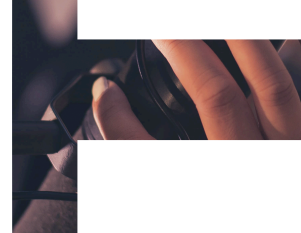
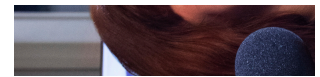


Affiliated classes include:

- Radio News Production: COMM 371
- Live Radio Production: COMM 375
- Radio Station Operations: COMM 377
- Introduction to Podcasting: COMM 448T



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OC NEW

OC News is CSUF's award-winning student newscast that films weekly with two newscasts. As part of COMM 472: Capstone - TV News, students handle every role including anchor, reporter, producer, director, and crew while covering campus and regional stories under real deadline pressure.

OC News graduates work at major market stations from New York to Orlando, building portfolios with actual broadcast clips and live television experience in a true newsroom environment that prepares them for careers in broadcast journalism.

- Recognized by the Broadcast Education Association as one of the best student newscasts in the country
- Broadcasts live to approximately 100,000 homes across Orange and Los Angeles Counties
- Students produce every aspect of the newscast twice weekly
- Covers campus news and stories throughout Orange County



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TITAN SPORTS NETWORK

CSUF's College of Communications has partnered with Titan Athletics and ESPN, making CSUF one of the top schools in the Big West for viewership on ESPN+.

The Titan Sports Network offers:

- Over 150 games streamed annually on ESPN+
- Three seasonal preview shows available on ESPN+
- In-depth long-form features created by CSUF Students

Students gain a variety of experiences in sports broadcasting networks, including producing and directing ESPN broadcasts, preview shows, and long-format features.

Students develop valuable skills in the following broadcast operations:

- Broadcast Engineers
- Control Room Switch Operators
- Replay Technicians
- Graphics Operators
- Camera Operators
- Script Writers & Storytellers
- On-camera Play-By-Play and Analysts
- Studio Hosts
- Social Network Specialist
- Feature Editors



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TITAN TV

Titan TV is the student-run television station where students produce, direct, and distribute original programming across multiple platforms. Students create content covering news, sports, entertainment, pop culture, music, and more while working with professional-grade equipment.

- The station fosters collaboration across disciplines on both academic projects and original content. Volunteers, interns, and staff learn everything from live production to post-production editing while building portfolios for careers in television, streaming,



and digital media. Students also learn current style and delivery techniques for modern social media platforms. Programming broadcasts on Channel 98 throughout Orange County and streams online.

- Students work with industry-standard equipment including 30-foot LED wall and 4K camera integrated studio
- Opportunities to get involved include: Volunteer, Internship, and Student Assistant
- Cross-disciplinary collaboration reflects real industry team structures
- Alumni network includes professionals in television, streaming media, and creative agencies
- Students gain experience in content creation from concept through distribution



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PRACTICAL ADVANTAGE

PRactical ADvantage Communications, the Department of Communications student-run advertising and public relations agency, is a capstone course option (COMM 474) available to students in the three concentrations of Advertising, Entertainment & Tourism Communications, and Public Relations. Each semester, PR AD COMM students plan, organize, and execute integrated marketing communications campaigns for real-world clients.

Students work individually as Account Executives, Strategic Planners, Media Planners, Copywriters, Creative Directors, and Social Media Strategists and in teams to advance every client project in accordance with our motto: "Under-promise and over-deliver." Since its founding in 2011, PRactical Advantage Communications has conducted more than 250 campaigns for on- and off-campus nonprofits and businesses. Recent clients included: Mazda Motorsports, The City of Anaheim, The U.S. Solar Decathlon, MSI Computers, Central Sierra Economic Development

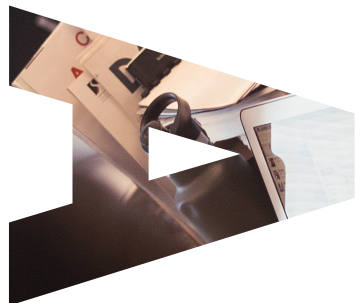


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District, Battleship Iowa and Taco Bell.

There are only 167 student-run agencies in the world and PRactical ADvantage Communications is one of only seven curriculum-based student-run agencies in the CSU system.

- Graduates of the agency since its founding: 1,300+
- Student enrollment target each semester: 50





AAJA

The AAJA student chapter at Cal State Fullerton is part of a national organization dedicated to promoting diversity in journalism and supporting Asian American and Pacific Islander (AAPI) journalists. Founded in 1981, AAJA provides career-building resources, mentorship, and a strong professional network across the media industry. Nearly one-third of AAJA's members are students, reflecting the organization's commitment to nurturing the next generation of journalists.

At CSUF, our student chapter hosts guest speakers, workshops, and cultural events that explore issues affecting AAPI communities and journalists of color. Members also have opportunities to attend national and regional conventions, where they can

connect with industry professionals, gain hands-on experience, and stay informed on the latest issues shaping journalism.

Our Mission

- Provide students with resources and opportunities to succeed in journalism.
- Build a strong, supportive community for journalism students.

What We Do

- Host guest speakers, career panels, and journalism workshops
- Organize events focused on journalism skills and networking
- Attend national and regional conventions with training and networking opportunities
- Connect students with scholarships, internships, and leadership programs

Join the AAJA CSUF Chapter
Whether you're pursuing journalism, media, or communication, AAJA can help you grow your skills, your network, and your voice.



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LATINO JOURNALISTS OF CSUF

LATINO JOURNALISTS OF CSUF

Latino Journalists of Cal State Fullerton is an organization associated with the National Association of Hispanic journalists (NAHJ) as an official student chapter, dedicated to promoting diversity in the news media.

The organization's main goal is to help prepare members for their future dream jobs. We do so by providing networking opportunities, panels with professionals, informational workshops and mentorship



programs to help improve our members' individual skills and to create an environment where like-minded people can come together.

Despite the "Latino" in Latino Journalists, anyone is welcome to join. Latino Journalists of CSUF is committed to helping Titans from all types of backgrounds excel and continue to grow as professionals.

- Promoting diversity within the news media
- Helping prepare members for future career paths
- Bringing students with similar interests together



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ENTERTAINMENT AND TOURISM CLUB

The award-winning CSUF Entertainment and Tourism Club aims to build bridges between the Entertainment and Tourism Communications concentration coursework and the professional activity of the entertainment and tourism industries in the vicinity of the CSUF campus.

The student organization links its membership to the industry via monthly panels, networking events, career workshops, television tapings, volunteer opportunities, company tours, informational sessions with major media employers, philanthropic and charitable causes, and social gatherings.

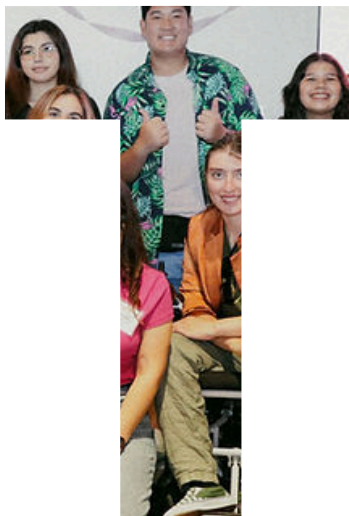
ETC is the only student club in the College of Communications dedicated to the entertainment and tourism industries. The club's pinnacle event is its Annual Industry Mixer in April during Comm Week, during which

dozens of professionals are invited — many of whom are CSUF (and even ETC) alumni — to mingle and connect with the current club membership, providing one-on-one networking opportunities and direct information about both internship and career possibilities.

- ETC launched in 2001, one year after the start of the Entertainment & Tourism Communications Concentration
- On average, ETC attracts nearly a dozen entertainment and tourism industry professionals on campus every semester to connect and interact with its members
- ETC has won three awards — including two “Titans Choice” awards — at the annual CSUF Tuffy Awards Student Organization Recognition Celebration
- For more about ETC, please visit [@etc_csuf](https://www.instagram.com/etc_csuf) or www.etc-csuf.org



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PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

With an average annual membership of more than 150 students, the Public Relations Student Society of America (PRSSA) chapter is one of the largest communications organizations on campus. PRSSA is the pre-professional organization for students who want to stand out in the highly-competitive communications field, offering students valuable hands-on opportunities to jump-start their careers. Members are given exclusive access to an internship database, extensive networking events, corporate and agency tours, and boot camps. Affiliated with the Public Relations Society of America, PRSSA offers resume, cover letter, and portfolio critique from professionals in the field.

As one of the largest PRSSA chapters internationally, the CSUF PRSSA chapter is among the highest-demand organizations for communications students to join.



Our mission is to expose members to all facets and intricacies of the communications profession by providing member benefits such as speaker panels, conferences, workshops, agency tours, and more. As members of PRSSA, students are eligible to join Titan PR, the student-run public relations firm that provides hands-on, real-world experience providing support to clients in areas such as social media management, event planning, and writing.

- 1st in the West Coast for largest international Chapter
- 2nd largest international Chapter worldwide
- 2nd school in California to offer Certificate of Public Relations
- 20+ National Awards
- Founded in 1968
- Host of two international PRSSA conferences and three regional PRSSA conferences since 2018
- 2020 and 2022 PRSSA Outstanding Chapter Awards, 2021 PRSSA Community Service Award, 2023 PRSSA Diversity Award



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AD CLUB

AD CLUB

Cal State Fullerton's Advertising Club (AdClub) is a high impact program that offers a unique opportunity for students to forge a path from classroom to career. Its mission is to provide students with access to advertising professionals and advertising agencies in order to increase their exposure to industry best practices, better preparing them for a career in advertising.



AdClub's biweekly events include guest speakers from top advertising agencies who manage prominent brands like Honda, Farmers Insurance, Pepsi, Boost Mobile, Mazda, Sony PlayStation, Arrowhead Water and Apple. Speakers present case studies and explain what it's like to work in one of the most creative and dynamic careers. All events conclude with a chance for club members to network one-on-one with established industry experts which helps build their professional circle, increasing their chances for internships and jobs. AdClub graduates are frequently recruited to top agencies like TBWA \Chiat \Day, 72 and Sunny, Innocean, Team One, and David & Goliath, and often provide internship opportunities for current members.

The club's exclusive agency tours are another way members gain an intimate understanding of the unique workplace environment that awaits them.

AdClub's annual Advertising Conference (AdCon) is a daylong event, which takes place during CSUF's acclaimed Comm Week. Distinguished speakers from a variety of Southern California advertising agencies share their professional perspectives on themes like multicultural advertising, media convergence, big data and consumer research. This is a great networking opportunity for students interested in gaining intimate access to industry professionals. The conference often includes an "HR" panel where students get a chance to review their resumes and LinkedIn profiles with HR professionals in charge of hiring at regional agencies. The conference's Advertising Competition showcases student work, judged by industry professionals. Awards for this competition typically include internships at sponsoring agencies.



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NATIONAL ASSOCIATION OF BLACK JOURNALISTS

The CSUF chapter of the National Association of Black Journalists (NABJ) has been dedicated to strengthening ties among Black journalists, student journalists, journalism educators, and media professionals.

NABJ has become a beacon for Black communications majors, offering a platform for them to discover resources and explore careers in communications-related fields, via faculty mentoring and diverse industry leaders as speakers for year-round programming. The inclusion of speakers and mentors address topics such as navigating bias, racism, and complex workplace dynamics is pivotal for the success of students in the industry post-graduation. These programs also offer valuable insights and guidance on potential career pathways for students of color pursuing journalism. NABJ actively contributes to a more inclusive and supportive environment for the professional development of aspiring journalists, while bridging essential gaps in the student's preparation for a career in journalism.

NABJ has hosted several events, including a kickoff event, Black History Month event with speakers and career

sessions (in collaboration with the African American Resource Center), advising workshops, internship workshops and broadcast facility tours. Multiple internships have been secured for NABJ students based on connections made at such events.

NABJ students have attended the Future Leaders Luncheon hosted by the Orange County Black Chamber of Commerce, engaging with community leaders and learning about vital programs in the local area, plus networking with professionals in business and industry. Students also attended the NABJ National Conference to participate in this life-changing professional experience, which has included an NBCUniversal Storytelling workshop.

The impact on students of these NABJ experiences has been profound, not only opening doors but allowing them to forge connections that are likely to endure throughout their lifetimes, enabling students to envision themselves in careers that might have seemed out of reach.



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DEPARTMENT OF COMMUNICATIONS

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