COMMUNICATION ARTS

DEGREES, CERTIFICATES AND AWARDS
Associate in Art Degree (A.A.)

DESCRIPTION
The Communication Arts major is a broad-based discipline program that provides students with an opportunity to improve their personal, public, and professional lives. Courses focus on understanding the communication process and developing skills to communicate effectively. By studying how, why, and with what consequences people communicate, students themselves will become more competent communicators.

PROGRAM LEARNING OUTCOMES
1. Students will be able to construct and articulate a basic case for a parliamentary debate.
2. Students will be able to recognize and avoid using ten logical fallacies during classroom presentations.
3. Students will be able to write and submit five properly-worded debate propositions.

ASSOCIATE DEGREE PROGRAM
The Associate in Arts (AA) or the Associate in Science (AS) Degree involves satisfactory completion of a minimum of 60 semester units with a C average or higher, including grades of C in all courses required for the major, and fulfillment of all IVC district requirements for the associate's degree along with all general education requirements. The degree provides a sound basis for transfer to upper division institutions for additional degrees or for higher vocational preparation. To be eligible to receive an Associate Degree the student must complete the requirements for the major, the District requirements for an Associate Degree, and the General Education requirements. In addition students must maintain a minimum grade point average and meet the minimum grade requirements of their program. Detailed information is available in the college catalog.

CAREER OPPORTUNITIES
Of the career opportunities identified many will usually require the completion of degree requirements at 4-year colleges and universities.

- Organizational Trainer
- Public Information Specialist
- Media Technician
- Organizational Consultant
- Personnel Staff
- Public Service Agency Staff
- Corporate Media Director
- Community Relations Director
- Organizational Trainer & Developer
- Media Sales & Promotion Staff
- Consumer Market Researcher
- Communication Consultant
- Health Educator
- Fund Raiser
- Multimedia Project Manager
- Lobbyist
- Speech Writer
- Minister
- Organizational Newsletter Editor
- Public Relations Professional
- Community College Instructor
- Advertising Account Executive
- Lawyer
- Politician
- Staff Analyst
- Focus Group Leader
- Political Campaign Staff
- Public Affairs Director

Gainful Employment: Federal regulations require institutions to provide students with Gainful Employment information for specific certificate programs offered at IVC. Please click on our Programs of Study link to view the information for each certificate program: http://www.imperial.edu/courses-and-programs/programs-of-study/

TRANSFER PREPARATION
Courses that fulfill major requirements for an associate degree at Imperial Valley College may not be the same as those required for completing the major at a transfer institution offering a bachelor's degree. Students who plan to transfer to a four-year college or university should schedule an appointment with an IVC Counselor to develop a student education plan (SEP) before beginning their program.

Transfer Resources:
www.ASSIST.org – CSU and UC Articulation Agreements and Majors Search Engine
www.CSUMentor.org – CSU System Information
www.universityofcalifornia.edu/admissions/index.html - UC System Information
www.aiccu.edu – California Independent Colleges and Universities, Association of
http://wiche.edu/wue - Western Undergraduate Exchange Programs

FINANCIAL AID
Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that IVC offers a full array of financial aid programs – grants, work study, scholarships, and fee waivers (we do not participate in the federal loan programs). These programs are available to both full and part time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information: www.imperial.edu/students/financial-aid-and-scholarships/
# COMMUNICATION ARTS

## ASSOCIATE DEGREE PROGRAM

### COMMUNICATION ARTS MAJOR – A.A. DEGREE

Twenty-seven (27.0) units required for the major.

ALL COURSES FOR THIS MAJOR MUST BE COMPLETED WITH A MINIMUM GRADE OF "C" OR BETTER.

## I. Required courses for the major (18.0 units)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 250</td>
<td>Creative Writing</td>
<td>3.0</td>
</tr>
<tr>
<td>JRN 100</td>
<td>Introduction to Journalism</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 100</td>
<td>Oral Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 110</td>
<td>Advanced Oral Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 120</td>
<td>Interpersonal Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 180</td>
<td>Argumentation and Debate</td>
<td>3.0</td>
</tr>
</tbody>
</table>

## II. Select a minimum of nine (9.0) units from the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AJ 108</td>
<td>Public Safety Report Writing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS 260</td>
<td>Business Communications</td>
<td>3.0</td>
</tr>
<tr>
<td>ENGL 201</td>
<td>Advanced Composition</td>
<td>3.0</td>
</tr>
<tr>
<td>JRN 101</td>
<td>Multimedia News Writing and Reporting</td>
<td>3.0</td>
</tr>
<tr>
<td>PSY/ADS 130</td>
<td>Group Leadership &amp; Group Process</td>
<td>3.0</td>
</tr>
<tr>
<td>PSY 144</td>
<td>Psychology of Interpersonal Relationships</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 130</td>
<td>Small Group Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>SPCH 150</td>
<td>Intercultural Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>THEA 100</td>
<td>Introduction to Theatre</td>
<td>3.0</td>
</tr>
<tr>
<td>THEA 120</td>
<td>Fundamentals of Acting</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Total Major Units 27.0

IVC Graduation Requirements and GE Pattern: 30.0

Electives (as needed to reach 60 degree applicable units)

**Total Maximum Units:** 60.0