

## Gavilan College 2024-2025

This list includes only the requirements that are commonly seen in transfer and is not a comprehensive list of all the course requirements within the BA Communications & Media program. For a complete list of program requirements, please refer to the University of Massachusetts Global catalog.

Further information regarding the courses below can be found in the University of Massachusetts Global [Course Articulation Database \(CAD\)](#).

### General Education Requirements

| Foundation Courses |                                |                         |
|--------------------|--------------------------------|-------------------------|
| COMU 301           | Advanced Public Speaking       | No Comparable Course(s) |
| COMU 370           | Principles of Public Relations | No Comparable Course(s) |
| COMU 375           | Media Ethics                   | No Comparable Course(s) |
| MKTU 301           | Principles of Marketing        | No Comparable Course(s) |
| PSYU 355           | Media Psychology               | No Comparable Course(s) |

### Degree Requirements & Electives

BA Communications & Media consists of 42 credits of core requirements and 6 credits (3 Lower Division & 3 Upper Division) of electives to fulfill the 48 credit requirement for the program. Students must select the 6 elective credits from a specific list.

**\*Minimum of 30 credits completed in residence at University of Massachusetts Global; 18 of which must be upper-division credits, 12 of which must be in the student's major.**