

Communication Studies Bachelor of Arts Redesign

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Communication Studies B.A. Breadth and Depth Model

Breadth Area 1: Communication and Diversity

Breadth Area 2: Group and Organizational Communication

Breadth Area 3: Interpersonal Communication

Breadth Area 4: Language and Social Interaction

Breadth Area 5: Performance Studies

Breadth Area 6: Public Communication

Breadth Area 7: Communication Research Methods

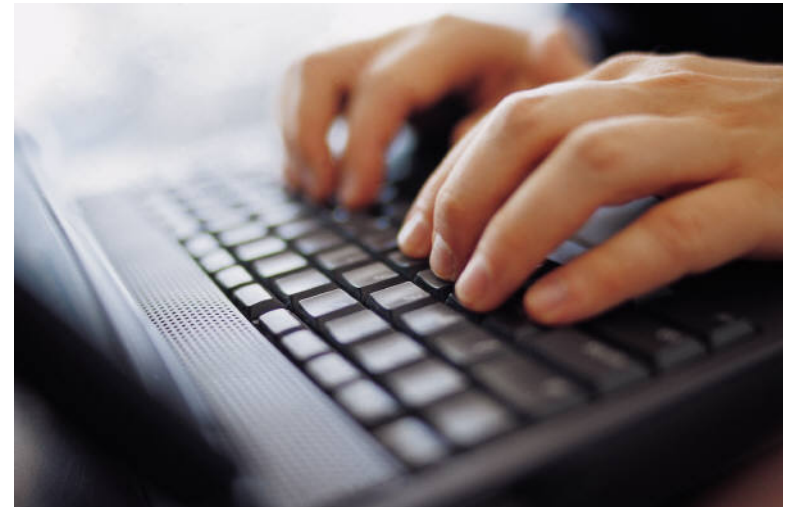
Breadth Area 8: Rhetorical and Political Communication

Elective/Depth of Study #1

Elective/Depth of Study #2

Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GVAR



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Challenge #5: Resident students creating depth of study

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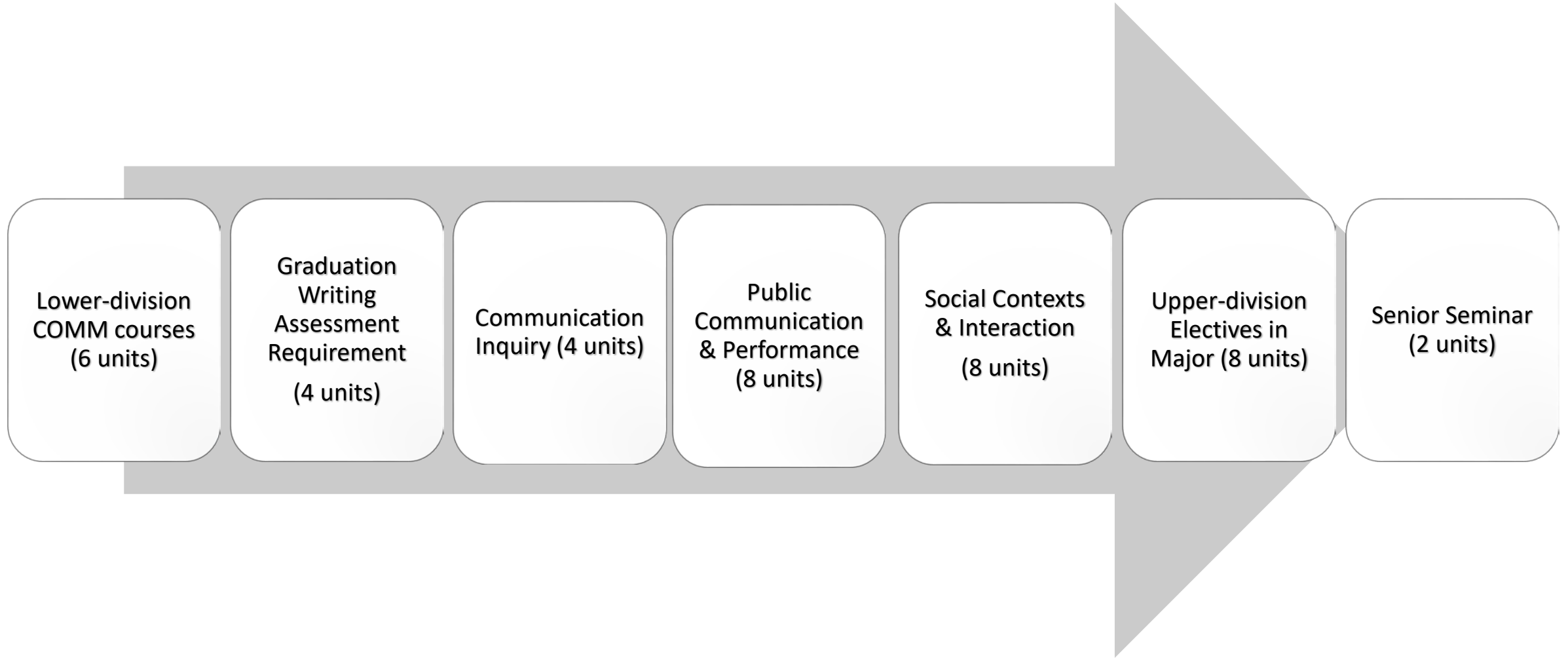
Challenge #3: Engaging the major prior to one's junior year

Challenge #4: Transfer students creating depth of study

Challenge #5: Resident students creating depth of study

Challenge #6: Unequal number of course options across breadth areas

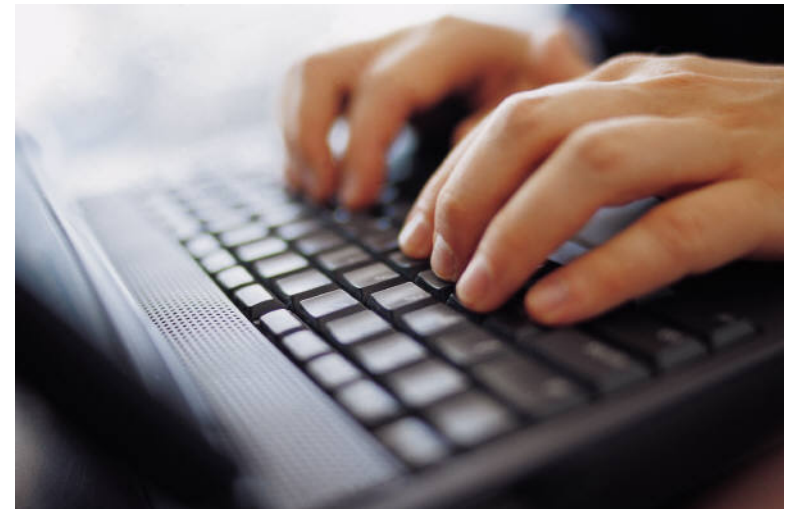
Redesigned Communication Studies Major



The Communication Studies B.A. Redesign Addresses Identified Challenges

Challenge #1 regarding incorporating GWAR:

COMM GWAR classes are now their own category of class.



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Challenge #2 regarding incorporating capstone:

The COMM major is back to 40 units and allows the capstone course to be a clear culmination of the major.



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Challenge #3 regarding engaging the major:

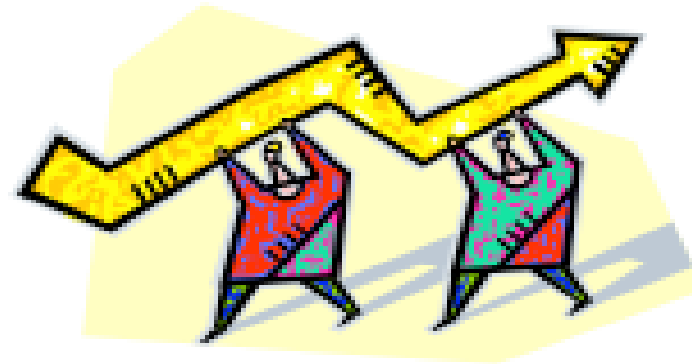
COMM majors can begin engaging the major in their first and second year via lower-division courses offered at SFSU.



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Challenge #4 regarding transfer students:

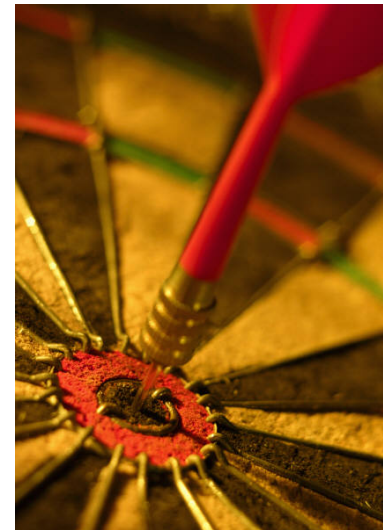
Transfer students can count lower-division course work from their junior college toward the major AND select upper-division electives.



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Challenge #5 regarding “resident” students:

Students have more opportunity to choose courses they want to take, rather than taking what is available.



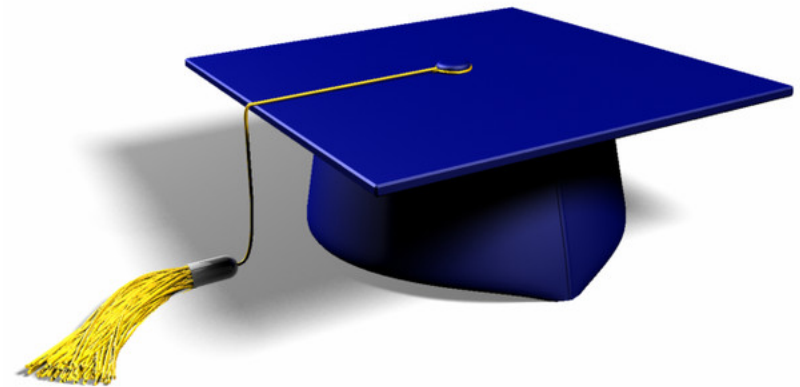
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Challenge #6 regarding breadth area inequality:

More COMM courses meet requirements.



A robust assessment process in Communication Studies is supporting student success and program learning outcomes in the redesigned major.



The Communication Studies Department
at San Francisco State University
is grateful to the Teagle Foundation for its support.