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 GWAR
Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GWAR

Challenge #2: Incorporating a capstone experience
Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GWAR

Challenge #2: Incorporating a capstone experience

Challenge #3: Engaging the major prior to one’s junior year
Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GWAR
Challenge #2: Incorporating a capstone experience
Challenge #3: Engaging the major prior to one’s junior year
Challenge #4: Transfer students creating depth of study
Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GWAR
Challenge #2: Incorporating a capstone experience
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
Challenges for the Breadth and Depth Model

Challenge #1: Incorporating GWAR
Challenge #2: Incorporating a capstone experience
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

- **Lower-division COMM courses** (6 units)
- **Graduation Writing Assessment Requirement** (4 units)
- **Communication Inquiry** (4 units)
- **Public Communication & Performance** (8 units)
- **Social Contexts & Interaction** (8 units)
- **Upper-division Electives in Major** (8 units)
- **Senior Seminar** (2 units)
The Communication Studies B.A. Redesign Addresses Identified Challenges

Challenge #1 regarding incorporating GWAR:

COMM GWAR classes are now their own category of class.
The Communication Studies B.A. Redesign Addresses Identified Challenges

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.
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.
The Communication Studies B.A. Redesign Addresses Identified Challenges

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.
The Communication Studies B.A. Redesign Addresses Identified Challenges

Challenge #5 regarding “resident” students:

Students have more opportunity to choose courses they want to take, rather than taking what is available.
The Communication Studies B.A. Redesign Addresses Identified Challenges

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.