

# Seattle Central College Transfer Major Planning Guide

## COMMUNICATION

### What can I do with a major in communication?

Communication programs study human communication in different contexts, cultures, and media. Communication departments can encompass a wide range of interests; some programs focus on theoretical analysis of various forms of communication, such as interpersonal communication, political communication, the media, or rhetoric (persuasive communication), while others primarily focus on how to produce effective communication. Some communication departments include journalism, while at other universities they are separate majors.

Communication majors may go on to work in a wide variety of fields, including public relations, business, the media, and education. Here are just a few of the many professional careers that a communication major might prepare you for:

- Print or broadcast journalist
- Publicist
- Public relations officer
- Marketing or advertising specialist
- Human resources manager
- Corporate communication specialist
- Fundraiser
- Social media specialist
- University admissions officer
- Event planner

### How can I prepare at Seattle Central for a major in communication?

Students planning to major in communication at a baccalaureate institution usually take courses in **communication, as well as general education requirements** to prepare to transfer. Students considering journalism should take classes that will improve their writing and look for opportunities to gain practical experience through working on student or local publications. Although there is usually not a long list of prerequisite courses required to be accepted into the communication major, specific requirements vary according to the transfer university. Some universities have no specific requirements; other universities may require statistics, economics, public speaking, linguistics, and other social science or humanities classes. It is strongly recommended that students work with an advisor at Seattle Central as well as advisors at the universities where they are considering transferring to ensure they take the appropriate classes to be prepared to enter the major when they transfer.

The Associate of Arts – DTA degree is probably the best choice for a student planning to major in communication.

Consider an emphasis to your associate degree before you transfer, such as Equity and Social Justice, Global Health or Global Studies. This can enhance your resume, personal experience and be something you put into your personal statement. You may even already have completed it without knowing it! For questions on how to plan your emphasis, please contact your advisor.

## Tips for Success as a Communication Major

- While some universities have substantial prerequisite classes required for communication or journalism majors, many have minimal requirements. Check prerequisites, admission requirements, and GPA requirements at your intended transfer university early so you can be well-prepared to transfer.
- Communication programs rarely have a specific math requirement beyond the college-level math needed to meet graduation requirements.
- Almost all universities offer a communication major, but the concentrations offered and the overall focus of the departments vary. A student who is most interested in intercultural communication, for example, may want to apply to different universities than a student interested in broadcast journalism, even though both specialties fall under the umbrella of “communication”.
- Check both university *admission* and *graduation* requirements at your preferred transfer university as a guide to choosing your classes. Some universities, for example, may require a year of foreign language as a graduation requirement. It may be much easier (and cheaper!) to meet that requirement at Seattle Central rather than waiting until later.

## Here is a sampling of the bachelor’s programs in communication and journalism in Washington State:

Central Washington University	Communication Studies Journalism, with specializations in Broadcast, Convergent Media, and Print
Seattle University	Communications Studies; Journalism; Strategic Communications
University of Washington, Bothell University of Washington, Seattle	Media and Communication Studies Communication (areas of emphasis: Communication and Culture, Communication Technology and Society, Global Communication, Journalism, Political Communication, Rhetoric and Critical/Cultural Studies, & Social Interaction)
University of Washington, Tacoma Washington State University	Communication; Arts, Media, and Culture Communication & Society; Journalism & Media Production; Strategic Communication
Western Washington University	Communication; Journalism; Journalism – Public Relations; Journalism – Visual Journalism

## Next Steps:

- Research the universities you are interested in attending and the prerequisite classes they require for your major.
- Meet with an advisor to discuss prerequisites and plan what classes you need to take in the next quarter or two.
- Explore the professional organizations in your area of interest for more information about education and career options.