



ADT Communication Studies: BA Strategic Communication Pathway

Students who have earned an Associate of Art Transfer (AA-T) Degree in Communication Studies from a California Community College are eligible to waive the general education requirements for the Bachelor of Arts in Strategic Communication degree at National University. At the time of enrollment, student should have completed a California Community College-ADT program within the last 12 months and be admitted to the National University degree program that correlates to the ADT.

Please note the student is required to complete the upper division and cultural diversity general education requirements. Students must complete a minimum of 180 quarter units to complete the Bachelor of Arts in Strategic Communication.

Bachelor of Arts in Strategic Communication	
Requirements for the Major (14 courses; 63 quarter units)	
COM 300	Interpersonal Communication
COM 305	Intercultural Communication
COM 310	Communication Theory
COM 315	Communication Research Methods
COM 324	Critical Thinking and Ethics
COM 334	Persuasion
COM 344	Organizational Communication
COM 354	Professional Presentations
COM 385	Interactive Storytelling
COM 394	Strategic Writing
COM 400	Mediated Messaging
COM 402	Communication Technologies
COM 404	Media Management
COM 499	Communication Program Capstone
Advanced Core Requirements (3 courses; 13.5 quarter units)	
COM 441	Communication Strategies
COM 442	Communication Campaigns
COM 443	Interactive & Mobile Campaigns
Additional requirements	
Upper Division General Education 4.5 quarter units	
9 quarter units to meet overall program unit requirements	

Note: These requirements are subject to change. Please see National University's online General Catalog for official record of requirements for the year you are admitted.