



Applied Communication Skills Certificate

This program provides the communication skills necessary for entry-level positions in business and helps improve managerial attributes with an emphasis on abilities to communicate effectively, efficiently, and appropriately in organizational settings. Students with this certificate are prepared to design messages based on analysis of the intended audience and cultural context, apply effective listening skills, analyze persuasive messages, and demonstrate effective oral presentation skills.

Total Units: 0

First Year

Select a minimum of 15 units from the following:

COURSE	UNITS	PRE-REQS^	SEMESTERS OFFERED*
COMM 301 Introduction to Public Speaking	3	Advisory: Eligible for ENGWR 300	F, S, Su
COMM 311 Argumentation and Debate	3	ENGWR 300	F, S
COMM 315 Persuasion	3	ENGWR 300	Check Class Schedule for offering
COMM 321 Interpersonal Communication	3	Advisory: ENGWR 51	F, S, Su
COMM 325 Intercultural Communication	3	Advisory: ENGWR 101	F, S, Su
COMM 331 Group Discussion	3	Advisory: ENGWR 101	F, S, Su
COMM 341 Organizational Communication	3	ENGWR 101	S(O)
COMM 361 The Communication Experience	3	Advisory: Eligible for ENGWR 300	F, S

^You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

Career Options/Outlook:

The role of communication in the workplace today has grown in importance, and workplace communication competencies are increasingly in demand. The number one skill identified by employers is the ability to communicate clearly in both oral and written forms. The number two skill identified by employers is the ability to work effectively as a member of a team. A competitive workplace requires employees to exercise competence in interview skills, professional presentations, written communication, group problem solving, intercultural interactions, conflict management, and analytical reasoning. **Career opportunities require more than two years of college study**

A sample of reported job titles:

Public Information, Motivational Speaking, Radio & Television, Public Relations, Organizational Administration, Customer Service, Corporate Imaging, Marketing, Grant Writing, Human Resource Development, Political Speech Writing, Advertising, Community Relations, Campaign Management

*(O) = online available (P) = partially online

This certificate prepares students with the skills necessary to demonstrate proficiency in different communication settings by identifying and appraising factors that affect organizational communication structures in small group, interpersonal and intercultural settings.

Projected job openings in California for Public Relations Specialist (2020-2030):

3,030

Projected growth in California (2020-2030):

13% growth

Median Salary in California with advanced degree (2021):

\$75,010/yr

Source:

<https://www.onetonline.org/link/summary/27-3031.00>

Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator, art supplies, etc. See full definitions and searching tips on the [Zero Textbook Costs page](#) of the college website.

