

Skills Competency Award Requirements

Students must complete all courses with a grade of C or higher or Pass. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Total Units Required: 15-15.5

<i>Current Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution & Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• COMM 171	(none)	Mass Media and Society	3.0	_____			
• COMP 139	(none)	Social Networking for Business AND	0.5	_____			
COMP 271	(COMAP 271/OIS 200/BOE 3) .	Business Communication OR	3.0	_____			
COMM 161	(27)	Communication in Organizations.....	3.0	_____			
• JOUR 101	(JOURN 101/1).....	Reporting/Writing I.....	3.0	_____			
• JOUR 135.....	(none)	Public Relations OR	3.0	_____			
MKT 135.....	(none)	Public Relations	3.0	_____			
• MKT 101	(1)	Introduction to Marketing.....	3.0	_____			

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Patricia Stark, Journalism Department Chair, 965-0581, Ext. 2378, or Julie Brown, Marketing Department Chair, Ext. 3599.

Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to http://www.sbcc.edu/apply/degrees_certificates.php.

Accounting (AS)	Health Information Technology (AS)
Accounting/Assistant Bookkeeper IV (C)	Healthy Aging (AA)
Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)	History (AA)
Administration of Justice for Transfer (AS-T)	History for Transfer (AA-T)
Alcohol and Drug Counseling (AA/C)	Honors (C/C with highest honors) – 2 emphases available
American Sign Language (AA)	Hospitality (AS/C)
Animation and Gaming (AA/C)	Infant/Toddler Development (C)
Anthropology (AA)	Interior Design (AA/C)
Anthropology for Transfer (AA-T)	International Business (AA/C)
Applied Photography (AA/C)	Introduction to Graphic Design (C)
Art (AA) - 2 emphases available	Journalism (AA/C)
Art History for Transfer (AA-T)	Journalism for Transfer (AA-T)
Associate Child Care Teacher (C)	Kinesiology for Transfer (AA-T)
Automotive Services & Technology (AS/C)	Law & Society (AA) - Emphasis in Criminal Justice available
Biological Sciences (AA)	Liberal Arts (AA) – Emphasis in Biomedical Sciences
Black Studies (AA)	Liberal Arts & Sciences (AA) – 3 emphases available
Business Administration (AA/C) – 3 emphases available for AA, 2 for C	Liberal Studies (AA) – Emphasis in Education
Business Administration for Transfer (AS-T)	Marine Diving Technician (AS/C)
Cancer Information Management (AS/C)	Marketing (AA/C)
Chemistry (AA)	Mathematics (AA)
Chicano Studies (AA)	Mathematics for Transfer (AS-T)
Commercial Music (C)	Media Arts (AA/C)
Communication (AA) - 2 emphases available	Medical Coding Specialist (C)
Communication Studies for Transfer (AA-T)	Middle East Studies (AA)
Computer App. & Office Mgmt (AS/C) - 2 emphases available	Music (AA)
Computer Information Systems (AS) – Emph. in System Admin. available	Native American Studies (AA)
Computer Network Engineering (AS/C)	Natural History (AA)
Computer Science (AS/C)	Nursing - ADN (AS)
Construction Technology (AS/C)	PC Support/Network Management (C)
Cosmetology (AS/C)	Philosophy (AA)
Creative Writing (C) – 2 emphases available	Philosophy for Transfer (AA-T)
Culinary Arts (AS/C)	Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
Database Programming and Applications Development (C)	Physics (AA/AS)
Diagnostic Medical Sonography (C)	Physics for Transfer (AS-T)
Diversity Issues in ECE (C)	Political Science (AA)
Drafting/CAD (AS/C)	Political Science for Transfer (AA-T)
Early Childhood Education (AS/C)	Post-Professional Practice in ADC (C)
Early Childhood Education for Transfer (AS-T)	Psychology (AA)
Economics (AA)	Psychology for Transfer (AA-T)
Economics for Transfer (AA-T)	Radiography (AS)
Elementary Teacher Education (AA-T)	Real Estate (AS/C)
Engineering (AA/AS)	School-Age Care (C)
English (AA)	Sociology (AA)
English for Transfer (AA-T)	Sociology for Transfer (AA-T)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Spanish (AA)
Environmental Studies (AA)	Spanish for Transfer (AS-T)
Ethnic Studies (AA)	Studio Arts for Transfer (AA-T)
Film Production (AA)	Theatre Arts (AA) - 3 emphases available
Film and Media Studies (AA)	Theatre Arts for Transfer (AA-T)
Finance (AA/C)	Transfer – CSU General Education Breadth Pattern (C)
French (AA)	Transfer – IGETC (C)
Geography (AA)	Vocational Nursing (AS/C)
Geography for Transfer (AA-T)	Wastewater Technology Education (C)
Geological Sciences (AS)	Water Technology Education (C)
Geology for Transfer (AS-T)	
Global Studies (AA)	
Graphic Design & Photography – Graphic Design Conc. (AA/C)	

Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement



Santa Barbara City College

Public Relations

2016-17

Skills Competency Award in Public Relations

Upon completion of the Skills Competency Award in Public Relations, the following competencies will be achieved:

- Identify the definitions of and relationships between Public Relations (PR), Marketing, Mass Media, Social Media and Journalism.
- Demonstrate the steps in strategic planning for Marketing and PR, including developing goals, strategies, and tactics; conducting research, tracking and evaluation; identifying audiences and fashioning appropriate messaging; and fashioning campaign tools and executing plan tactics.
- Exhibit the ability to create written PR tools, including press releases, collateral materials (such as biographies and fact sheets), public service announcements, photo captions, photo opps, and pitch letters, brochure and website content, among others.
- Apply in written work the key elements of news writing style: active writing, brevity and clarity; the use of active voice and professional tone; application of journalistic procedures and news judgment; and use of inverted triangle format. Produce materials with a minimum of errors, reflecting use of prewriting, proofreading and revision.
- Identify current trends and developments in PR, marketing and mass media, particularly the impact of use of social media.
- Explain what makes “news” in the various media and constitutes a newsworthy PR pitch in each, taking into account the role, organization and influence of the mass media in shaping U.S. culture and society.
- Exhibit oral communication skills in regards to pitching stories, making oral presentations and/or in interviews.
- Demonstrate problem-solving skills, creative and critical thinking, professional ethics, and the ability to work cooperatively in interpersonal and small group settings to successfully accomplish tasks.

Job Opportunities

This SCA enhances students' ability to obtain entry level jobs in Public Relations and Advertising Agencies, nonprofit organizations, government agencies and all sectors of the business world.

SBCC: Your Open Door to Educational Excellence