



California University

Where Psychology, Media, and Artificial Intelligence Converge in Silicon Valley

Admission Brochure

1715 Lundy Ave., Suite #128

San Jose, CA 95131

Website: <https://goldengate.edu>

Email: help@goldengate.edu

TABLE OF CONTENTS

President's Message.....	3
Institutional Philosophy.....	3
International Admissions Brochure.....	4
About the University	4
Why Choose California University?	4
Graduate Programs	4
Admission Requirements	5
Tuition & Fees.....	5
Scholarships.....	5
International Students.....	6
How to Apply	6
We're Here to Help	6
Contact Us	6
Shape Your Future. Transform Your Potential.	6
Master of Science in Applied Psychology (MSAP).....	7
Program Structure.....	7
Concentration 1: Consumer & Organizational Psychology	11
Concentration 2: Transpersonal Psychology	13
Concentration 3: Early Childhood Development & Counseling.....	15
Concentration 4: Artificial Intelligence (AI).....	18
Master of Arts in Communication and Media.....	22
Curriculum Structure Overview & Degree Objectives	22
Concentration 1: AI (Concentration Courses 16 Credits)	25
Concentration 2: Movie/Film Studies & Media ProductionMovie / Film Studies & Media Production	26

President's Message

In an era of rapid technological transformation, education shapes not only knowledge but values and responsibility.

As President, I affirm our commitment to academic excellence, ethical leadership, and global engagement.



Barbara Hecker, PhD, JD

Institutional Philosophy

Our academic architecture integrates structured research training, professional communication, and capstone development to ensure graduates demonstrate analytical depth and professional integrity.

Theory and practice · Technology and ethics coexisting · Cross-cultural and cross-disciplinary integration · Connecting the global innovation ecosystem

International Admissions Brochure

About the University

California University is committed to providing academically rigorous, student-centered graduate education in Applied Psychology and Communication & Media. Our faculty combine international academic expertise with practical experience, creating a collaborative learning environment that emphasizes research, innovation, and professional growth.

Why Choose California University?

- **Holistic Education Philosophy:** Our curriculum goes beyond the acquisition of knowledge and technical skills to foster the comprehensive development of each student, emphasizing intellectual growth, emotional well-being, ethical values, and social responsibility.
- **International Faculty:** Our distinguished faculty members bring extensive international teaching, research, and professional experience, providing students with a global perspective and real-world insights.
- **Focused Graduate Education:** Our master's programs are thoughtfully designed with a clear academic focus and an efficient curriculum, making them ideal for students seeking advanced knowledge, professional growth, and career advancement.
- **Future-Ready Competencies:** We equip students with the critical knowledge, practical skills, and innovative mindset needed to build sustainable careers in psychology, communication, media, leadership, and organizational development.

Graduate Programs

On Campus | Online | English | Chinese

Master of Science in Applied Psychology (MSAP)

The **Master of Science in Applied Psychology (MSAP)** is designed to provide students with a strong foundation in psychological theory, scientific inquiry, and professional practice. The program emphasizes the practical application of psychology to address real-world challenges while fostering personal growth, ethical leadership, and professional competence.

Students may choose one of the following concentrations:

- **Consumer and Organizational Psychology**
- **Transpersonal Psychology**
- **Early Childhood Development and Counseling**
- **Artificial Intelligence and Applied Psychology**

Through an interdisciplinary curriculum, students explore the psychological, cognitive, emotional, social, and spiritual dimensions of human behavior while developing evidence-based approaches to assessment, intervention, leadership, and organizational effectiveness.

Master of Arts in Communication and Media (MACM)

The **Master of Arts in Communication and Media (MACM)** integrates communication theory, digital media, creative practice, and cultural analysis to prepare students for leadership in today's rapidly evolving media landscape. The program equips students with the knowledge and skills to develop effective communication strategies, create compelling digital content, and analyze media from global, cultural, and technological perspectives.

Students may choose one of the following concentrations:

- **Artificial Intelligence and Multimedia Applications**
- **AI Film Production**

AI Film Production: A New Learning Experience

The AI Film Production concentration offers an innovative, project-based learning experience that combines storytelling, filmmaking, and artificial intelligence. Students collaborate in multidisciplinary production teams and leverage cutting-edge AI technologies throughout the creative process—including script development, storyboarding, visual design, video generation, editing, sound design, and post-production.

As the capstone experience, students work together to produce a complete AI-assisted film suitable for submission to international AI film festivals and professional competitions. Upon successful completion of the program, graduates earn a **Master of Arts in Communication and Media** with a concentration in **AI Film Production**.

Admission Requirements

- Bachelor's degree or equivalent from an accredited institution.
- Completed application form.
- Official transcripts.
- Program-specific admission requirements.
- Additional documents may be requested.

Tuition & Fees

Item	Rate	Credits	Estimated Total
Tuition	\$650 per credit	48	\$31,200
Application Fee	\$75	One-time	\$75
Technology Fee	\$125 per quarter	4–6 quarters	\$500–800
Student Services Fee	\$125 per quarter	4–6 quarters	\$500–800

Scholarships

California University offers scholarships of up to 60% of tuition for qualified applicants, subject to institutional policies and available funding.

International Students

Eligible international students may receive support with the admission process. Availability of immigration-related services depends on institutional authorization and applicable U.S. regulations.

How to Apply

Applying to California University is simple and straightforward:

1. **Visit our website** at www.goldengate.edu to explore our academic programs and obtain the latest admissions information.
2. **Complete and submit** the online application form along with all required supporting documents.
3. **Await the admissions decision.** Your application will be carefully reviewed, and you will be notified of the admission decision once the evaluation process is complete.
4. **Contact the Office of Admissions** if you have any questions or need assistance during the application process. Our admissions team is always available to provide guidance and support.

We're Here to Help

Our Admissions Team is committed to providing every applicant with **clear guidance, transparent communication, and personalized support** throughout the admissions process, ensuring a smooth and rewarding application experience.

Contact Us

California University

Address: 1715 Lundy Ave., Suite #128

San Jose, CA 95131

Website: www.goldengate.edu

Shape Your Future. Transform Your Potential.

Take the next step toward a rewarding future. At **California University**, you'll gain advanced knowledge, practical skills, and the confidence to excel in **psychology, communication, media, and emerging AI technologies**. Our innovative graduate programs empower you to grow academically, professionally, and personally in the heart of Silicon Valley.

Start Your Journey Today

Scan the QR code to apply now.



Master of Science in Applied Psychology (MSAP)

(Applicable to All MSAP Students)

Program Structure

Program Component Courses Quarter Credits

Core Courses	6	24
Concentration Courses	4	16
Capstone Project	2	8
Total	12	48

Program Learning Outcomes (PLOs)

Upon successful completion of the **Master of Science in Applied Psychology (MSAP)** program, graduates will be able to:

PLO 1 | Integrative Knowledge of Psychological Theories

Demonstrate a comprehensive understanding of major psychological theories and integrate them effectively to analyze and address issues involving individuals, organizations, and society.

PLO 2 | Research and Analytical Skills

Apply appropriate research methodologies, critical thinking, and fundamental statistical techniques to evaluate psychological questions and make evidence-based decisions.

PLO 3 | Assessment and Intervention

Apply the principles of psychological assessment and measurement to evaluate behavioral, developmental, and psychological issues, and develop appropriate recommendations or intervention strategies.

PLO 4 | Professional Communication

Communicate effectively and ethically in both written and oral forms within professional settings, and interact successfully with individuals and groups from diverse backgrounds.

PLO 5 | Ethics and Professional Practice

Demonstrate knowledge of ethical principles, professional standards, and social responsibility in psychology, and apply sound professional judgment in practice.

PLO 6 | Cultural and Contextual Competence

Demonstrate cultural awareness and sensitivity by recognizing and respecting individual differences, diverse cultural perspectives, and the influence of social and environmental contexts on human behavior.

PLO 7 | Integrated Application and Reflective Practice

Integrate knowledge, research, and professional skills through the successful completion of a capstone project that demonstrates applied competence, critical reflection, and evidence-based problem solving.

Core Courses (Core Courses | 24 Credits)

All MSAP students must complete

Course Code	Course Name (CN / /EN)	Credits
MSAP 501 Foundations of Applied Psychology	Theories & Foundations of Applied Psychology	4
MSAP 502 Research Methods & Statistics in Psychology	Research Methods & Statistics in Psychology	4

Course Code	Course Name (CN / /EN)	Credits
MSAP 503 Developmental Psychology: Lifespan Perspective	Developmental Psychology: A Lifespan Perspective	4
MSAP 504 Psychological Assessment & Measurement	Psychological Assessment & Measurement	4
MSAP 505 Counseling Skills & Therapeutic Communication	Counseling & Communication Skills	4
MSAP 506 Ethics & Professional Practice in Applied Psychology	Ethics & Professional Practice in Applied Psychology	4

MSAP 501 | Theories & Foundations of Applied Psychology

Foundations of Applied Psychology (4 Quarter Credits)

This course introduces the major theoretical frameworks and core concepts of applied psychology, covering cognitive, behavioral, emotional, and social psychology. Students will learn to apply psychological theory to real-world personal, organizational, and social issues, and to develop the ability to analyze and integrate multiple theoretical perspectives.

MSAP 502 | Research Methods & Statistics in Psychology

Research Methods & Statistics in Psychology (4 Quarter Credits)

This course focuses on fundamental research design, data-collection methods, and basic statistical concepts in psychological research. Students will learn to read, interpret, and evaluate psychological research findings, and develop basic skills in evidence-based analysis for applied settings.

MSAP 503 | Developmental Psychology: A Lifespan Perspective

Developmental Psychology: Lifespan Perspective (4 Quarter Credits)

This course explores the psychological development process from infancy through adulthood and older age. It covers major theories and research findings on cognitive, emotional, social, and personality development, helping students understand the psychological characteristics of different developmental stages and their real-world applications.

MSAP 504 | Psychological Assessment & Measurement

Psychological Assessment & Measurement (4 Quarter Credits)

This course introduces the fundamental principles of psychological measurement and assessment, including common assessment tools, reliability and validity, and the interpretation of assessment results. The course emphasizes the appropriate use of assessment in non-clinical, applied settings and attention to ethics and professional boundaries.

MSAP 505 | Counseling & Communication Skills

Counseling Skills & Therapeutic Communication (4 Quarter Credits)

This course develops students' ability to use effective communication and listening skills in professional settings. It covers building professional relationships, expressing empathy, feedback techniques, and basic counseling methods, applicable to psychological practice in education, organizational, and support settings.

MSAP 506 | Ethics & Professional Practice in Applied Psychology

Ethics & Professional Practice in Applied Psychology (4 Quarter Credits)

This course examines the ethical principles, professional standards, and social responsibility involved in applying psychology. Students will learn to

identify ethical issues across various applied settings and to make ethical judgments within professional boundaries and legal frameworks.

Concentration 1: Consumer & Organizational Psychology

Upon completing this concentration, students will be able to:

CLO-COP 1

Analyze the psychological factors underlying consumer behavior and decision-making, and apply them to marketing, branding, or user-experience contexts.

CLO-COP 2

Understand organizational behavior, workplace motivation, and team dynamics, offering psychological perspectives on organizational operations and talent development.

CLO-COP 3

Apply psychological principles to support leadership development, communication strategy, and organizational decision-making.

CLO-COP 4

Apply psychological knowledge to business, organizational, or social systems within an ethical and professional framework.

Concentration in Consumer & Organizational Psychology (16 Credits)

Course Code	Course Name (CN / /EN)	Credits
MSAP 511 Consumer Behavior Psychology	Psychology of Consumer Behavior	4

Course Code	Course Name (CN / /EN)	Credits
MSAP 512 Organizational Behavior & Workplace Psychology	Organizational Behavior & Workplace Psychology	4
MSAP 513 Psychology of Market Research & Decision-Making	Market Research & Decision Psychology	4
MSAP 514 Leadership, Motivation & Team Dynamics	Leadership, Motivation & Team Dynamics	4

MSAP 511 | Psychology of Consumer Behavior

Consumer Behavior Psychology (4 Quarter Credits)

This course analyzes the psychological mechanisms underlying consumer decision-making, motivation, and attitude formation. Students will explore how psychological principles influence consumer choice, brand perception, and user experience, and understand their application in market and organizational contexts.

MSAP 512 | Organizational Behavior & Workplace Psychology

Organizational Behavior & Workplace Psychology (4 Quarter Credits)

This course focuses on individual and group behavior patterns within organizations, covering work motivation, leadership, communication, and organizational culture. Students will apply psychological perspectives to analyze workplace behavior and organizational effectiveness.

MSAP 513 | Market Research & Decision Psychology

Psychology of Market Research & Decision-Making (4 Quarter Credits)

This course introduces the psychological foundations of market research, including attitude measurement, cognitive bias, and decision-making processes.

Students will learn to interpret research data and support decision analysis within an ethical and professional framework.

MSAP 514 | Leadership, Motivation & Team Dynamics

Leadership, Motivation & Team Dynamics (4 Quarter Credits)

This course explores the psychological foundations of leadership style, motivation theory, and team interaction. Students will analyze different leadership and team models and understand their applications in organizational and social systems.

Concentration 2: Transpersonal Psychology

Concentration in Transpersonal Psychology (16 Credits)

Upon completing this concentration, students will be able to:

CLO-TP 1

Understand core theories in consciousness studies and transpersonal psychology and their place within contemporary psychology.

CLO-TP 2

Analyze the influence of psychological growth, spiritual experience, and self-transcendence on individual well-being and development.

CLO-TP 3

Apply mindfulness, meditation, and integrative approaches to support psychological well-being and personal growth (non-clinical, non-medical).

CLO-TP 4

Critically evaluate diverse psychological practices and theoretical systems from cross-cultural and integrative perspectives.

Course Code	Course Name (CN / /EN)	Credits
MSAP 521 Introduction to Transpersonal Psychology & Consciousness	Introduction to Consciousness Studies & Transpersonal Psychology	4
MSAP 522 Psychological Growth, Spirituality & Self-Transcendence	Psychological Growth, Spirituality & Self-Transcendence	4
MSAP 523 Mindfulness, Meditation & Psychological Well-Being	Mindfulness, Meditation & Psychological Well-Being	4
MSAP 524 Integrative Therapies & Cross-Cultural Perspectives	Integrative Psychotherapy & Cross-Cultural Perspectives	4

MSAP 521 | Introduction to Consciousness Studies & Transpersonal Psychology

Introduction to Transpersonal Psychology & Consciousness (4 Quarter Credits)

This course introduces the theoretical foundations of transpersonal psychology and major perspectives in consciousness studies. It covers states of consciousness, self-transcendence, and interdisciplinary perspectives on psychological development, helping students understand holistic and integrative traditions within psychology.

MSAP 522 | Psychological Growth, Spirituality & Self-Transcendence

Psychological Growth, Spirituality & Self-Transcendence (4 Quarter Credits)

This course explores the role of psychological growth and spiritual experience in individual development. Students will analyze meaning-making, self-identity, and transcendent experience from a psychological perspective, and understand their value in non-clinical applications.

MSAP 523 | Mindfulness, Meditation & Psychological Well-Being

Mindfulness, Meditation & Psychological Well-Being (4 Quarter Credits)

This course introduces the psychological foundations of mindfulness and meditation and their role in promoting psychological well-being and self-regulation. The course emphasizes theoretical understanding, empirical research, and ethical practice, and does not involve medical or therapeutic treatment.

MSAP 524 | Integrative Psychotherapy & Cross-Cultural Perspectives

Integrative Therapies & Cross-Cultural Perspectives (4 Quarter Credits)

This course explores multiple psychological theories and practice models from cross-cultural and integrative perspectives. Students will analyze psychological concepts across different cultural backgrounds and understand the significance of integrative approaches in applied settings.

Concentration 3: Early Childhood Development & Counseling

Concentration in Early Childhood Development & Counseling (16 Credits)

Upon completing this concentration, students will be able to:

CLO-ECD 1

Systematically understand children's developmental characteristics in cognitive, emotional, social, and behavioral domains.

CLO-ECD 2

Analyze family, school, and social environmental factors that influence early childhood development.

CLO-ECD 3

Design developmentally appropriate and ethically grounded psychological support and counseling strategies for young children (non-licensed practice).

CLO-ECD 4

Communicate effectively with parents, educators, and related professionals to support children's holistic development.

Course Code	Course Name (CN / /EN)	Credits
MSAP 531 Early Childhood Development Psychology	Early Childhood Developmental Psychology	4
Early Childhood Development Psychology	4	
MSAP 532 Social-Emotional Development & Behavioral Guidance	Early Childhood Social-Emotional Development & Behavior Guidance	4
MSAP 533 Family, School & Child Psychological Support	Family, School & Child Psychological Support	4
MSAP 534 Counseling & Intervention Strategies for Young Children	Early Childhood Counseling & Intervention Strategies	4

MSAP 531 | Early Childhood Developmental Psychology

Early Childhood Development Psychology (4 Quarter Credits)

This course systematically introduces children's developmental processes in cognitive, emotional, social, and behavioral domains. Students will learn major developmental theories and research findings, and understand how genetic, environmental, and cultural factors jointly shape early childhood development. This course provides the theoretical foundation for understanding children's psychology and behavior.

MSAP 532 | Early Childhood Social-Emotional Development & Behavior Guidance

Social-Emotional Development & Behavioral Guidance (4 Quarter Credits)

This course focuses on the development of children's social-emotional competence, including emotional regulation, attachment relationships, peer interaction, and behavior formation. Students will analyze common behavior patterns and learn to apply developmentally appropriate psychological principles to guide behavior in educational and support settings.

MSAP 533 | Family, School & Child Psychological Support

Family, School & Child Psychological Support (4 Quarter Credits)

This course explores the roles of family systems, school environments, and social contexts in early childhood psychological development. Students will learn to support children's psychological well-being in collaborative, multi-party settings, and understand the importance of home-school communication and social support for early childhood development.

MSAP 534 | Early Childhood Counseling & Intervention Strategies

Counseling & Intervention Strategies for Young Children (4 Quarter Credits)

This course introduces counseling and supportive intervention strategies appropriate for early childhood development. Content emphasizes non-clinical, developmentally appropriate, and ethically oriented methods, helping students understand how to support children's emotional and behavioral development in educational and community settings.

Concentration 4: Artificial Intelligence (AI)

Concentration in Artificial Intelligence & Applied Psychology

Upon completing this concentration, students will be able to:

CLO-AI 1

understand the fundamental principles of AI systems and analyze their impact on human cognition and behavior from a psychological perspective.

CLO-AI 2

apply psychological theory to evaluate human factors in human-computer interaction, user experience, and intelligent system design.

CLO-AI 3

identify and analyze cognitive biases, ethical issues, and social impacts in algorithmic decision-making.

CLO-AI 4

offer psychologically informed evaluations and recommendations on AI applications within a professional and ethical framework.

MSAP 541 | Introduction to Artificial Intelligence & Psychology

Introduction to Artificial Intelligence & Psychology (4 Quarter Credits)

This course introduces the fundamental concepts, historical development, and core types of artificial intelligence, and analyzes, from a psychological perspective, how AI systems relate to human cognition, behavior, and decision-making. Students will understand how artificial intelligence simulates, extends, or influences human psychological processes, and explore its psychological significance in real-world applications.

MSAP 542 | Psychology of Human-Computer Interaction & User Experience

Human - AI Interaction & User Experience Psychology (4 Quarter Credits)

This course explores how humans interact with intelligent systems, focusing on cognitive load, trust, explainability, and user experience. Students will apply psychological principles to evaluate AI products, intelligent interfaces, and automated systems' effects on user behavior and perception.

MSAP 543 | Algorithmic Decision-Making, Bias & Psychological Impact

Algorithmic Decision-Making, Bias & Psychological Impact (4 Quarter Credits)

This course analyzes the psychological impact of algorithmic decision-making systems at the social, organizational, and individual levels. Topics include cognitive bias, algorithmic bias, fairness, trust, and accountability, helping students understand how technological systems shape judgment and behavior.

MSAP 544 | AI Ethics, Social Impact & Professional Practice

Ethics, Social Impact & Professional Practice in AI (4 Quarter Credits)

This course examines the applications of artificial intelligence from an ethics and social-responsibility perspective. Students will analyze issues of privacy,

transparency, accountability, and human values, and, within a psychology and professional-practice framework, evaluate AI systems' social impact.

Capstone Project (Capstone | 8 Credits)

Required for all concentrations, in fulfillment of ACCSC -required **learning outcomes** and **practical competencies**

Course Code	Course Name (CN / /EN)	Credits
MSAP 690A Capstone Project I: Research & Proposal	Applied Psychology Capstone Project I: Research & Project Design	4
MSAP 690B Capstone Project II: Implementation & Presentation	Applied Psychology Capstone Project II: Implementation & Presentation of Outcomes	4

MSAP 690A | Applied Psychology Capstone Project I: Research & Project Design

Capstone Project I: Research & Proposal (4 Quarter Credits)

This course guides students in determining their Capstone topic, conducting a literature review, and designing an applied research or project plan. Under faculty guidance, students will clarify their research questions, methods, and expected outcomes.

MSAP 690B | Applied Psychology Capstone Project II: Implementation & Presentation of Outcomes

Capstone Project II: Implementation & Presentation (4 Quarter Credits)

This course focuses on the implementation, analysis, and presentation of the Capstone project. Students will complete a final project report and demonstrate their integrated applied competencies and professional reflection through both written and oral presentations.

Master of Arts in Communication and Media

Master of Art in Communication and Media

- **Total Credits:** 48 Quarter Credits
- **Number of Courses:** 12 courses
- **Credits per Course:** 4 Quarter Credits
- **Academic Term System:** Quarter System
- **Structure:** Core Courses + Concentration Courses + Capstone

Curriculum Structure Overview & Degree Objectives

Module	Number of Courses	Credits
Core Courses	5	20
AI Concentration	5	20
Movie/Film Studies & Media Production	5	20
Movie / Film Studies & Media Production		
Internship/Practicum	1	4
Capstone Project/Thesis	1	4
Total	12	48

Program Learning Outcomes (PLOs)

(Applicable to all Communication & Media students)

Upon graduation, students will be able to:

- PLO 1:** Systematically understand and integrate theories of communication, media studies, and film studies to analyze contemporary media phenomena.
- PLO 2:** Apply critical thinking to analyze media texts, narrative structures, and cultural meaning.
- PLO 3:** Understand and apply fundamental research methods and analytical tools in communication and media studies.
- PLO 4:** Communicate clearly, effectively, and ethically across multimedia and

professional contexts.

PLO 5: Analyze the influence of technology, platforms, and media formats on communication and cultural production.

PLO 6: Identify the ethical responsibilities of communication and media within diverse cultural and social contexts.

PLO 7: Through Capstone project, comprehensively demonstrate research, analytical, or creative abilities.

Concentration Options (Two Concentrations)

Students must choose one of the following concentration (16 Credits):

1. Artificial Intelligence & Media Communication
2. Movie / Film Studies & Media Production

Core Courses (Core Courses | 24 Credits)

MACM 501 | Foundations of Communication Theory & Media Studies

Foundations of Communication & Media Studies (4 Credits)

This course introduces major theoretical traditions in communication and media studies, including transmission models, ritual models, critical theory, and cultural studies perspectives. Students will learn to systematically analyze the role and function of media in society.

MACM 502 | Media Research Methods & Data Interpretation

Research Methods & Data Interpretation in Media (4 Credits)

This course introduces qualitative and quantitative research methods in communication and media studies, helping students understand the basic principles of surveys, content analysis, and data interpretation.

MACM 503 | Digital Media & Platform Communication

Digital Media & Platform Communication (4 Credits)

This course analyzes how digital platforms, social media, and online ecosystems are transforming information dissemination, public interaction, and media power structures.

MACM 504 | Media Content Analysis & Narrative Strategy

Media Content Analysis & Narrative Strategies (4 Credits)

This course focuses on media texts, visual narrative, and symbolic systems, developing students' ability to analyze content structure, discourse, and meaning-making.

MACM 505 | Communication Ethics, Law & Social Responsibility

Ethics, Law & Social Responsibility in Communication (4 Credits)

This course explores ethical principles, legal frameworks, and social responsibility in communication and media practice, emphasizing professional judgment and public impact.

MACM 506 | Intercultural Communication & Global Media

Intercultural Communication & Global Media (4 Credits)

This course analyzes intercultural communication phenomena in the context of globalization, exploring cultural differences, media narratives, and issues in international communication.

Concentration 1: AI (Concentration Courses | 16 Credits)

Artificial Intelligence & Media Communication

Upon completing this concentration, students will be able to:

CLO-AI 1 understands the fundamental mechanisms of artificial intelligence in media production, content distribution, and information dissemination.

CLO-AI 2 analyzes the impact of algorithmic recommendation, automated content, and intelligent platforms on audience cognition and public opinion.

CLO-AI 3 evaluates the ethical risks, biases, and social impact of artificial intelligence in communication practice.

CLO-AI 4 within a communication and media professional framework, propose AI based communication strategies or content improvement recommendations.

MACM 541 | Introduction to Artificial Intelligence & Media Communication

Introduction to Artificial Intelligence & Media Communication(4 Credits)

This course introduces the fundamental concepts of artificial intelligence and analyzes, from a communication studies perspective, how AI is applied and its effects in news, content generation, and information distribution.

MACM 542 | Algorithmic Recommendation, the Attention Economy & Opinion Formation

Algorithmic Recommendation, Attention Economy & Public Opinion(4 Credits)

This course explores how algorithmic recommendation systems shape information visibility, user attention, and the structure of public opinion.

MACM 543 | AI Content Generation, Creativity & Authenticity Issues

AI-Generated Content, Creativity & Authenticity(4 Credits)

This course analyzes how AI is applied in text, image, and video generation, and explores issues of authenticity, authorship, and creative ethics.

MACM 544 | Artificial Intelligence, Media Ethics & Social Impact

AI, Media Ethics & Social Impact(4 Credits)

This course focuses on the ethical challenges of artificial intelligence in media practice, including bias, transparency, privacy, and social responsibility.

Concentration 2: Movie/Film Studies & Media Production

Upon completing this concentration, students will be able to:

CLO-MOV 1 Understand the narrative structures, sign systems, and cultural meaning of film and video works as communication media.

CLO-MOV 2 Analyze how film language, visual style, and audiovisual elements shape audience understanding and emotional experience.

CLO-MOV 3 Critically interpret film and video works and industry practices from historical, social, and cross-cultural perspectives.

CLO-MOV 4 Design and present analytical or creative works based on film and media communication, in non-commercial, non-licensed contexts.

MACM 551 | Introduction to Film & Media Communication

Introduction to Film & Media Communication(4 Credits)

This course introduces the fundamental theories and analytical frameworks of film and video as communication media. Students will understand how film works construct meaning through image, sound, and narrative structure, and explore their role in social and cultural communication.

MACM 552 | Film Language, Narrative & Visual Analysis

Film Language, Narrative & Visual Analysis(4 Credits)

This course focuses on the core elements of film language, including shot composition, editing, sound, narrative structure, and visual style. Through case analysis, students will develop the ability to systematically interpret and critically analyze film texts.

MACM 553 | Film History, Genre & Cultural Expression

Film History, Genre & Cultural Expression(4 Credits)

This course explores the historical development and major genres of film from a historical and cultural perspective. Students will analyze films from different historical periods and cultural backgrounds, understanding how film reflects and shapes social values and identity.

MACM 554 | Film Production, Creative Process & Communication Practice

Film Production, Creative Process & Media Practice(4 Credits)

This course introduces the fundamental process of film and video creation and communication practice, including creative conception, screenwriting, visual expression, and presentation of works. The course emphasizes analytical

understanding and creative expression rather than vocational skills or commercial production training.

Capstone Project (Capstone | 8 Credits)

MACM 690A | Communication & Media Capstone I: Research & Project Design

Capstone I: Research & Project Design(4 Credits)

Under faculty guidance, students determine their Capstone topic, conduct a literature review, and design an applied or research-based project plan.

MACM 690B | Communication & Media Capstone II: Implementation & Presentation of Outcomes

Capstone II: Implementation & Presentation(4 Credits)

Students complete project implementation and present their outcomes, demonstrating integrated analytical and professional communication skills through written reports and presentations.



California University

1715 Lundy Ave., Suite #128

San Jose, CA 95131

Website: <https://goldengate.edu>

Email: help@goldengate.edu

Scan to Apply

