Communication Studies
Major: Broadcast and Digital Media Emphasis
- Bachelor of Science (BS)

Major requirements
Admission requirements (http://catalog.uwlax.edu/undergraduate/communicationstudies/#communication-admission)

(All colleges, excluding teacher certification programs)

39 credits

Core requirements
CST 190 Introduction to Communication Studies 3
CST 301 Theories of Communication 3
CST 498 Research Methods in Communication 3
CST 499 Senior Project in Communication Studies 3

Required
CST 271 Contemporary Media in Everyday Life 3
CST 274 Television Production 3
CST 370 Broadcast Media Writing 3
CST 374 Television Workshop 3
CST 471 Broadcast and Digital Media Management 3

Select nine credits of electives, one from each emphasis area (see below)

Select a minimum of six credits of electives from any CST course 1 6

Total Credits 39

1 excluding CST 110

Areas of emphasis:

Interpersonal communications
CST 230 Interpersonal Communication 3
CST 330 Nonverbal Communication 3
CST 332 Intercultural Communication 3
CST 333 Lying and Deception in Human Interaction 3
CST 334 Gender Communication 3
CST 336 Family Communication 3
CST 337 Communication and Race 3
CST 338 Sexuality and Romance in Media 3

Advocacy & communication criticism
CST 210 Presentational Speaking 3
CST 215 Influence, Advocacy and Social Responsibility 3
CST 310 Debate 3
CST 315 Communication Criticism 3
CST 410 Advocacy and Argumentation 3
CST 412 Advocacy and Persuasion 3
CST 413 Advocacy and Persuasive Campaigns 3
CST 415 Advanced Topics in Advocacy and Communication Criticism 3
CST 419 Communication, Media and Identity 3

Organizational & professional communication
CST 260 Professional Communication 3
CST 350 Organizational Communication 3
CST 351 Interviewing: Principles and Processes 3
CST 354 Health Communication 3
CST 355 Diversity and Organizational Communication 3
CST 360 Public Relations 3
CST 365 Communication in Teams 3
CST 380 Communicating Leadership 3

Degree requirements
All students must complete the general education, college core, major/ minor, and university degree requirements in order to qualify for a degree. The easiest way to track all of these requirements is to refer to the Advisement Report (AR) found in the Student Information System (WINGS) Student Center. All enrolled students have access to the AR.

- General education (http://catalog.uwlax.edu/undergraduate/generaleducation)
- College core (p. 1)
- Baccalaureate degree requirements (p. 2)

College of Liberal Studies (CLS/SAC)
Bachelor of Science core requirements
The following conditions apply to one or both Bachelor of Arts and Bachelor of Science degrees:

1. Students majoring in English or in a modern language must earn a Bachelor of Arts degree (education majors earn a Bachelor of Science degree).
2. Students majoring in other CLS programs may choose either a B.A. or a B.S. degree.
3. Language courses (CHI, FRE, GER, RUS, SPA, MLG) used to fulfill general education requirement: "Mathematical/logical systems and modern languages" (GE 02, category 2) may also be used to meet the B.A. and B.S. language requirements.
4. All other courses used to meet the requirements below must be in addition to the minimum 39 credits required in the General Education Program.
5. At least one course in the B.A. or B.S. college degree program (core requirements) must be a CLS designated diversity course.
6. Applicable courses may be found on the CLS B.A./B.S. Degree Option Course List (http://www.uwlax.edu/uploadedFiles/Academics/Colleges_Schools/CLS/BA%20and%20BS%20Core%20Courses.pdf) or in the Advisement Report (AR) when the degree has been declared.

Courses used to fulfill general education requirements will not apply to core requirements except for language courses (CHI, FRE, GER, RUS, SPA, MLG) that count in the general education requirement: "Mathematical/logical systems and modern languages" (GE 02, category 2).
Bachelor of Science students complete four courses outside the department of the student’s major as follows:

1. A lab science course (from the general education list); and
2. A social science course; and
3. Another social science or general education natural science, or math course, or an approved CLS alternative (ENV 201, PHL 334, PHL 339); and
4. One additional course in humanities or fine arts or complete a modern language course 102 level or higher.

In addition to all other College of Liberal Studies core requirements, all students in CLS must complete a second major, minor, or program option by satisfying one of the following:

1. Complete a minor (or second major) outside of the student’s major program, consisting of at least 18 credits; or
2. Complete an emphasis, program or concentration of at least 18 credits outside the student’s major program. General education courses may apply provided they are not being used to fulfill minimum general education requirements; or
3. Complete 18 credits in two or more departments or programs (at least 12 credits earned at the 300/400 level). These courses must be outside the student’s major department and can be from any college. General education courses may apply provided they are not being used to fulfill minimum general education requirements.

Baccalaureate degree requirements

Candidates for the Bachelor of Arts or the Bachelor of Science degrees must accomplish the following:

1. Fulfill the general education requirements.
2. Complete at least one ethnic studies (diversity) course.
3. Complete the courses prescribed by the Undergraduate Curriculum Committee for the degree desired in the respective school or college. (No substitutions for graduation may be made in course requirements for a major or minor after the fourth week of the last semester of the senior year.)
4. Earn a minimum of 120 semester credits with at least a 2.00 cumulative GPA.1 At least 40 credits must be earned in 300/400 (senior college) level courses. Courses earned at the 100/200 level that transferred to UW-L as 300/400 level courses do not apply to this requirement nor do courses from two-year schools.
5. Complete major and minor requirements with at least a 2.00 GPA1 in each major and minor (and concentration or emphasis, if selected).
6. A minimum of 30 semester credits in residence at UW-L is required for graduation. (See undergraduate resident requirement (http://catalog.uwlax.edu/undergraduate/academicpolicies/graduation/#undergraduate-residence-requirement).)
7. File a completed “Apply for Graduation” form via the WINGS Student Center as soon as the student has registered for his or her final semester or summer term in residence. December and winter intersession graduates should file by May 1. May and summer graduates should file by December 1.

1 Grade point average requirements for some programs will be considerably higher than 2.00. Re-entering students may be required to earn credits in excess of the 120 needed for graduation in any curriculum in order to replace credits earned in courses in which the content has changed substantially in recent years. Each case will be judged on its own merit.

No degree will be awarded unless all requirements are fulfilled and recorded within 30 days after the official ending date of each term.

Sample degree plan

Below is a sample degree plan that can be used as a guide to identify the courses required to complete the major and other requirements needed for degree completion. The actual degree plan may differ depending on the course of study selected (second major, minor, etc.). This sample plan also assumes readiness for each course and/or major plan. Actual degree plans may differ. Some courses may not be offered every term. Review course descriptions or the class timetable for course offering information.

The sample degree plans represented in this catalog are intended for first-year students entering UW-L in the fall term. Students should use the Advisement Report (AR) in WINGS (https://wings.uwlax.edu/psp/csprod/?) and work closely with their faculty advisor(s) and college dean’s office to ensure declaration and completion of all requirements in a timely manner.

General Education Program

General education (Gen Ed) is the common educational experience for all undergraduates at UW-L. Sample degree plans include Gen Ed placeholders to ensure completion of the general education curriculum. Courses may be rearranged to fit the needs or recommendations of the student’s program of study. Gen Ed courses may be taken during winter term (January between the semesters) and summer to reduce the course load during regular terms (fall and spring). Consult with your advisor and/or the assistant to the dean in your college for assistance with course and schedule planning. Refer to the general education requirements (http://catalog.uwlax.edu/undergraduate/generaleducation) for more specific details.

Note: at least 40 credits of the 120 credits required must be earned at the 300/400 level.

This sample degree plan does not establish a contractual agreement. It identifies the minimum requirements a student must successfully complete, to qualify for a degree, in a format intended to assist the student plan their academic career.

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<th>Credits</th>
<th>Spring</th>
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<td>Gen Ed Self &amp; Society</td>
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<td>ENG 110 or 112 (Gen Ed Literacy- Written)</td>
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<td>Gen Ed Health &amp; Well-Being</td>
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