Communication Studies
Major: Organizational and Professional Communication
Emphasis - BA

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 260 Professional Communication 3
CST 350 Organizational Communication 3
CST 452 Contemporary Approaches to Organizational Communication 3

Select at least three credits of the following: 3
CST 351 Interviewing: Principles and Processes
CST 354 Health Communication
CST 355 Diversity and Organizational Communication
CST 360 Public Relations
CST 365 Communication in Teams
CST 380 Communicating Leadership

Select nine credits of electives, one from each emphasis areas (see below) 9

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

Broadcast & digital media
CST 270 Broadcast Announcing 3
CST 271 Contemporary Media in Everyday Life 3
CST 274 Television Production 3
CST 370 Broadcast Media Writing 3
CST 371 Audience Research 3
CST 372 Audio Workshop 3
CST 374 Television Workshop 3
CST 376 Remote Video Operations 3
CST 378 Computer Mediated Communication 3
CST 471 Broadcast and Digital Media Management 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 Arts 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/
Declare ONE of the following tracks in the CLS Academic Services Office in 260 Morris Hall:

A. Language track
1. Native speakers of English: complete: Select one of the following:
   - CHI 202 Intermediate Chinese II
   - FRE 202 Intermediate French II
   - GER 202 Intermediate German II
   - RUS 202 Intermediate Russian II
   - SPA 202 Intermediate Spanish II
   - MLG 202 World Languages: Intermediate II
   - MLG 204 Heritage Language: Intermediate
   - MLG 304 Heritage Language: Advanced

   Non-native speakers of English: score at least 80 on the La Crosse Battery of exams for non-native speakers of English; or submit a TOEFL or IELTS score that meets the university’s English language proficiency requirement for admission; or complete ESL 252 or ESL 253, and one additional course from ESL 250, ESL 251, ESL 252, ESL 253. (Contact the English as a Second Language Institute (http://www.uwlax.edu/ esl) for eligibility and regulations);

2. Two additional courses outside of the student’s major in two of the following: humanities, social sciences or fine arts.

B. Humanities track
1. One modern language course 102 or higher or an Office of International Education (OIE) approved semester long study abroad experience combined with the INS 250, INS 251, INS 252 sequence; and

2. Two additional courses outside the department of the student’s major from two different departments chosen from: history, English, philosophy; and

3. One additional course in social sciences or fine arts.

C. Fine arts track
1. One modern language course 102 or higher or an Office of International Education (OIE) approved semester long study abroad experience combined with the INS 250, INS 251, INS 252 sequence; and

2. Two additional courses outside the department of the student’s major from two different departments chosen from: art, communication studies, music, theatre; and

3. One additional course in social sciences or humanities.

In addition to all other College of Liberal Studies 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. At least 40 credits must be earned in 300/400 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 GPA 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/?cmd=login&amp;languageCd=ENG&amp;) 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.*

**Year 1**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 110 (Gen Ed Literacy-Oral)</td>
<td>3</td>
<td>CST 190</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Math</td>
<td>4</td>
<td>102+ Level</td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gen Ed/</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SAC Core</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Language¹</td>
<td></td>
</tr>
<tr>
<td>Gen Ed Self &amp; Society</td>
<td>3</td>
<td>ENG 110</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Gen Ed</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Literacy-Written)</td>
<td></td>
</tr>
<tr>
<td>Gen Ed Arts</td>
<td>2</td>
<td>Gen Ed Arts</td>
<td>2</td>
</tr>
<tr>
<td>HIS 101, 102, or ARC 200 (Gen Ed World Hist)</td>
<td>3</td>
<td>Gen Ed Health &amp;</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Well-Being</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>15</td>
<td>14-15</td>
</tr>
</tbody>
</table>

**Year 2**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast &amp; Digital Communication Emphasis Elective</td>
<td>3</td>
<td>CST 260</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Natural Lab Science</td>
<td>4</td>
<td>Advocacy &amp;</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Criticism Emphasis</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Elective</td>
<td></td>
</tr>
<tr>
<td>Gen Ed Minority Cultures</td>
<td>3</td>
<td>CST Elective</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>Gen Ed Elective</td>
<td>3</td>
</tr>
<tr>
<td>University Elective</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16</td>
<td>15</td>
</tr>
</tbody>
</table>

**Year 3**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST Elective</td>
<td>3</td>
<td>CST 350</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Hum-Lit</td>
<td>3</td>
<td>Gen Ed</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global Studies</td>
<td></td>
</tr>
<tr>
<td>CST 301</td>
<td>3</td>
<td>Gen Ed Elective</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>SAC Core Course</td>
<td>3</td>
<td>SAC Core Course</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

**Year 4**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 498</td>
<td>3</td>
<td>CST 499</td>
<td>3</td>
</tr>
<tr>
<td>CST 452</td>
<td>3</td>
<td>Interpersonal Communication Emphasis Elective</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Elective</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>SAC Core Diversity Course</td>
<td>3</td>
</tr>
<tr>
<td>Organizational and Professional Communication Electives</td>
<td>3</td>
<td>University Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

Total Credits: 120-121

¹ SAC Core Humanities and Fine Arts Tracks require 102+ level language. SAC Core Language Track requires 202 level language. Students unprepared for 202 level will need to complete prerequisite course work.