

# Communication Studies Major: Organizational and Professional Communication Emphasis - BA

## Major requirements

(All colleges, excluding teacher certification programs)

39 credits

Courses listed in more than one category may be counted only once.

Code	Title	Credits
<b>Core requirements</b>		
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
<b>Required</b>		
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 353	Workplace Relationships	
CST 354	Health Communication	
CST 355	Diversity and Organizational Communication	
CST 358	New Media and Technologies in Modern Organizations	
CST 360	Public Relations	
CST 365	Communication in Teams	
CST 380	Communicating Leadership	
Select nine credits of electives, three credits from each emphasis area (see below)		9
Select a minimum of six credits of electives from any CST course <sup>1</sup>		6
<b>Total Credits</b>		<b>39</b>

<sup>1</sup> excluding CST 110 and CST 299.

## Areas of emphasis:

### Interpersonal communication emphasis

Code	Title	Credits
CST 230	Interpersonal Communication	3
CST 330	Nonverbal Communication	3
CST 331	Communicating Social Support	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 339	Communication and Aging	3

### Public communication & advocacy emphasis

Code	Title	Credits
CST 210	Presentational Speaking	3
CST 211	Communication and Civic Engagement	3
CST 213	Public Advocacy and Dialogue	3
CST 310	Debate	3
CST 312	Environmental Communication	3
CST 315	Communication Criticism	3
CST 319	Communication and Public Memory	3
CST 322	Communication and Sport	3
CST 410	Argumentation	3
CST 412	Community Advocacy and Social Change	3
CST 413	Persuasive Campaigns	3
CST 415	Advanced Topics in Public Communication and Advocacy	3

### Media studies emphasis

Code	Title	Credits
CST 271	Media and Society	3
CST 338	Media and Sexuality	3
CST 371	Media Industries and Audiences	3
CST 373	Television & Media Histories	3
CST 377	Digital Media Production	3
CST 378	Emerging Media and Communication Technology	3
CST 379	Interactive and Experiential Media	3
CST 387	Social Networks, Influences, and Virality	3
CST 419	Communication, Media and Identity	3
CST 471	Broadcast and Digital Media Management	3
CST 489	Advanced Topics in Media Studies	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 Arts, Social Sciences, and Humanities (CASSH/VPA) Bachelor of Arts core requirements

The CASSH core provides opportunities for students to deepen their knowledge by taking courses in the arts, humanities, social sciences, and/or sciences beyond the requirements of general education. Students may select from courses offered by the full range of academic departments within the college according to their interests. The college core allows students to build their critical thinking, communication,

problem solving, teamwork, and global competencies through in-depth exploration of topics of their choosing.

**The following conditions apply to one or both Bachelor of Arts and Bachelor of Science degrees:**

1. Students majoring in English (writing and rhetoric or literary and cultural studies emphases) or in the department of global cultures and languages must earn a Bachelor of Arts degree. Education majors earn a Bachelor of Science degree; English major: medical professions emphasis majors may earn a Bachelor of Arts or Bachelor of Science degree.
2. Students majoring in other CASSH programs may choose either a B.A. or a B.S. degree.
3. Language courses (ARA, CHI, FRE, GCL, GER, HMG, JPN, RUS, SPA) used to fulfill the 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. At least one course in the degree must be a CASSH designated diversity course.
5. All other courses used to meet the requirements below must be in addition to the minimum 42 credits required in the General Education Program.
6. Applicable courses may be found on the CASSH B.A./B.S. Degree Option Course List (<https://www.uwlax.edu/cassh/advising/#tm-what-is-the-cassh-core-should-i-choose-a-bachelor-of-arts-ba-or-a-bachelor-of-science-bs-degree->) 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 (ARA, CHI, FRE, GCL, GER, HMG, JPN, RUS, SPA) that count in the general education requirement: "Mathematical/logical systems and modern languages" (GE 02, category 2).

**Bachelor of Arts students declare one of the following tracks online via the CASSH website (<https://www.uwlax.edu/cassh/advising/#tm-172428>):**

**A. Language track**

1. **Native speakers of English** complete:

Code	Title	Credits
Select one of the following:		
ARA 202	Intermediate Arabic II	
CHI 202	Chinese Language and Culture in Action II	
FRE 202	French Language and Cultures in Action II	
GCL 202	Intermediate Languages II	
GER 202	German Language and Cultures in Action II	
HMG 204	Hmong Heritage Language: Intermediate	
HMG 304	Hmong Heritage Language: Advanced	
JPN 202	Intermediate Japanese II	
RUS 202	Russian Language and Cultures in Action II	
SPA 202	Spanish Language and Cultures in Action II	
	or SPA 221 Introduction to Spanish for the Health Professions	

**Non-native speakers of English:** provide English proficiency evidence acceptable for admission to UWL as a degree seeking student.

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 global language course 102 or higher; and
2. Two additional courses outside the department of the student's major from two different departments chosen from: communication studies, English, history, philosophy and race, gender, and sexuality studies (see the Advisement Report (AR) for a listing of the approved courses); and
3. One additional course in social sciences or fine arts.

**C. Fine arts track**

1. One global language course 102 or higher; and
2. Two additional courses outside the department of the student's major from two different departments chosen from: art, music, theatre; and
3. One additional course in social sciences or humanities.

**In addition to all other College of Arts, Social Sciences, and Humanities core requirements, all students in CASSH must complete a second major, minor, or individualized option by satisfying one of the following:**

1. Complete a minor (or two certificates with at least 12 combined credits at the 300/400 level or a 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 an individualized option, consisting of 18 credits. At least 12 credits must be earned at the 300/400 level outside the major department. The remaining six credits may consist of:
  - a. 100 level or higher courses outside the major (general education courses may apply provided they are not being used to fulfill minimum general education requirements); or
  - b. 300/400 level courses inside the major department not being used to fulfill major 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.
4. Earn a minimum of 120 semester credits with at least a 2.00 cumulative GPA.<sup>1, 2</sup>
5. At least 40 credits must be earned in 300/400 level courses. Transfer courses earned or transferred at the 300/400 level apply to this requirement.
6. Complete major and minor requirements with at least a 2.00 GPA<sup>1, 2</sup> in each major and minor (and concentration or emphasis, if selected).
7. A minimum of 30 semester credits in residence at UWL is required for graduation. (See undergraduate resident requirement (<http://catalog.uwlax.edu/undergraduate/academicpolicies/graduation/#undergraduate-residence-requirement>)).
8. Submit an application for graduation via the "Apply for Graduation" link in 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 apply by May 1. May and summer graduates should apply by December 1.

<sup>1</sup> 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.

<sup>2</sup> The grade point average recorded at the time the degree is awarded will not be affected by future enrollment.

**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 courses required to fulfill the major and other requirements needed for degree completion. A student's actual degree plan may differ depending on the course of study selected (second major, minor, etc.). Also, this sample plan assumes readiness for each course and/or major plan, and some courses may not be offered every term. Review the course descriptions or the class timetable (<http://www.uwlax.edu/records/registration/>) for course offering information.

The sample degree plans represented in this catalog are intended for first-year students entering UWL in the fall term. Students should use the Advisement Report (AR) in WINGS (<https://wings.uwlax.edu>) 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

The general education curriculum (Gen Ed) is the common educational experience for all undergraduates at UWL. Sample degree plans include Gen Ed placeholders to ensure completion of the general education requirements. 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). Students should consult with their advisor and/or the college academic services director in their college/school for assistance with course and schedule planning. Refer to the general education requirements (<http://catalog.uwlax.edu/undergraduate/generaleducation/>) for more specific details.

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

**Note:** New students and transfer students with less than 12 credits earned are required to take FYS 100 First-Year Seminar (3 cr.) during one of their first two semesters at UWL.

*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 in planning their academic career. Actual degree plans may differ.*

### Year 1

Fall	Credits Spring	Credits
CST 110 (Gen Ed Literacy-Oral)	3 CST 190	3
FYS 100 (Gen Ed First-Year Seminar)	3 102+ Level Gen Ed/CASSH Core Language <sup>1</sup>	3-4

Gen Ed Math	4 ENG 110 (Gen Ed Literacy-Written)	3
Gen Ed Arts	2 Gen Ed Arts	2
Gen Ed World History	3 Gen Ed Health & Well-Being	3
<b>15</b>		<b>14</b>

### Year 2

Fall	Credits Spring	Credits
Media Studies Emphasis Elective	3 CST 260	3
Gen Ed Natural Lab Science	4 CST 301	3
Gen Ed Minority Cultures	3 Public Communication & Advocacy Emphasis Elective	3
Minor Course	3 Gen Ed Self & Society	3
University Elective	3 Minor Course	3
<b>16</b>		<b>15</b>

### Year 3

Fall	Credits Spring	Credits
CST Elective	3 CST 350	3
Gen Ed Humanistic Studies	3 Gen Ed Global Studies	3
Minor Course	3 CASSH Core Course	3
CASSH Core Course	3 Minor Course	3
Organizational & Professional Communication Elective	3 CASSH Core Course	3
<b>15</b>		<b>15</b>

### Year 4

Fall	Credits Spring	Credits
CST 498	3 CST 499	3
CST 452	3 Interpersonal Communication Emphasis Elective	3
University Elective	3 Minor Course	3
Minor Course	3 CASSH Core Diversity Course	3
CST Elective	3 University Elective	3
<b>15</b>		<b>15</b>

**Total Credits: 120**

<sup>1</sup> **CASSH Core Humanities and Fine Arts Tracks** require 102+ level language. **CASSH Core Language Track** requires 202 level language. Students unprepared for 202 level will need to complete prerequisite course work.