

Communication Studies Major: Public Communication and Advocacy Emphasis - Bachelor of Arts (BA)

Major requirements

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

(All colleges, excluding teacher certification programs)

39 credits

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

Code	Title	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 210	Presentational Speaking	3
CST 315	Communication Criticism	3
CST 412	Advocacy and Persuasion	3
or CST 413	Advocacy and Persuasive Campaigns	
Select at least three credits of the following:		3
CST 310	Debate	
CST 410	Advocacy and Argumentation	
CST 412	Advocacy and Persuasion	
CST 413	Advocacy and Persuasive Campaigns	
CST 415	Advanced Topics in Advocacy and Communication Criticism	
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 ¹		6
Total Credits		39

¹ excluding CST 110

Areas of emphasis:

Organizational & professional communication emphasis

Code	Title	Credits
CST 260	Professional Communication	3
CST 350	Organizational Communication	3
CST 351	Interviewing: Principles and Processes	3
CST 353	Workplace Relationships	3
CST 354	Health Communication	3
CST 355	Diversity and Organizational Communication	3

CST 358	New Media and Technologies in Modern Organizations	3
CST 360	Public Relations	3
CST 365	Communication in Teams	3
CST 380	Communicating Leadership	3

Interpersonal communication emphasis

Code	Title	Credits
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	Sex, Love, and Romance in the Media	3
CST 339	Communication and Aging	3

Media studies emphasis

Code	Title	Credits
CST 270	Broadcast Announcing	3
CST 271	Media and Society	3
CST 274	Television Production	3
CST 275	Applied Television	1-3
CST 338	Sex, Love, and Romance in the Media	3
CST 370	Broadcast Media Writing	3
CST 372	Audio Production	3
CST 374	Television Workshop	3
CST 376	Remote Video Operations	3
CST 378	Computer Mediated Communication	3
CST 419	Communication, Media and Identity	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.

- 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.
- All other courses used to meet the requirements below must be in addition to the minimum 39 credits required in the General Education Program.
- At least one course in the B.A. or B.S. college degree program (core requirements) must be a CLS designated diversity course.
- Applicable courses may be found on the CLS B.A./B.S. Degree Option Course List (https://www.uwlax.edu/uploadedFiles/Academics/Colleges_Schools/CLS/CLS%20SAC%20BA%20BS%20Core%20Course%20List%20Updated%20-%20Fall%202015.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).

Declare ONE of the following tracks in the CLS Academic Services Office in 260 Morris Hall:

A. Language track

- Native speakers of English** complete:

Code	Title	Credits
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); and

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

B. Humanities track

- One modern language course 102 or higher; and
- Two additional courses outside the department of the student's major from two different departments chosen from: history, English, philosophy; and
- One additional course in social sciences or fine arts.

C. Fine arts track

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

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:

- Complete a minor (or second major) outside of the student's major program, consisting of at least 18 credits; or
- 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
- 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:

- Fulfill the general education requirements.
- Complete at least one ethnic studies (diversity) course.
- 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.)
- 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 UWL as 300/400 level courses do not apply to this requirement nor do courses from two-year schools.
- Complete major and minor requirements with at least a 2.00 GPA¹ in each major and minor (and concentration or emphasis, if selected).
- 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>)).
- 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.

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 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/psprod/?cmd=login&languageCd=ENG&>) 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.

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. Actual degree plans may differ.

Year 1		
Fall	Credits Spring	Credits
CST 110 (Gen Ed Literacy-Oral)	3 ENG 110 or 112 (Gen Ed Literacy-Written)	3
Gen Ed Minority Cultures	3 Gen Ed Global Studies	3
HIS 101, 102, or ARC 200 (Gen Ed World Hist)	3 CST 190	3
Gen Ed Arts	2-3 Gen Ed Self & Society	3
Gen Ed Math	4 102+ Level Gen Ed & SAC Core Language ¹	3-4
	15	15

Year 2		
Fall	Credits Spring	Credits
Gen Ed Natural Lab Science	4 CST Media Studies Emphasis Elective	3
CST Interpersonal Emphasis Elective	3 Minor Course	3
Minor Course	3 CST 315	3
Gen Ed Hum-Lit	3 CST 301	3
CST 210	3 Gen Ed Health & Well-Being	3
	16	15

Year 3		
Fall	Credits Spring	Credits
Gen Ed Elective	3 Advanced Public Communication & Advocacy Elective	3

University Elective	3 Gen Ed Elective	3
Minor Course	3 Minor Course	3
Gen Ed Elective	3 SAC Core Course	3
CST Organizational & Professional Emphasis Elective	3 Gen Ed Arts	2-3
	15	14

Year 4		
Fall	Credits Spring	Credits
CST 498	3 CST 499	3
CST Elective	3 CST Elective	3
Minor Course	3 Minor Course	3
SAC Core Course	3 SAC Core Diversity Course	3
CST 412 or 413	3 University Elective	3
	15	15

Total Credits: 120

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.