“Shaping minds to master tomorrow’s communication challenges”

Organizational Communication
- 305/381-Principles of PR (F,S)
- 308-Information Technologies (S)
- 333-Persuasion and Argumentation (S)
- 335-Organizational Communication (F)
- 336-Theories of the Interview (F)
- 380-Communication Law (F,S)
- 477-Social Media Strategies (F,S)
- 480-Cases in Communication and Media Management (F,S)
  - Plus two upper-level Comm electives

Journalism
- 302-News Reporting and Writing (F,S)
- 380-Communication Law (F,S)
- 382-Public Relations Writing (S)
- 396-Advanced Reporting (F)
- 425-Digital Journalism (S)
- 474-Media Workshop I (F,S)
- 475-Media Workshop II (F,S)
  - Plus three upper-level Comm electives

Mass Media
- 302-News Reporting and Writing (F,S)
- 306-Radio Broadcasting (S)
- 307-Video Production (F,S)
- 309-Mass Media Advertising (S)
- 378-Advanced Video Production (F,S)
- 380-Communication Law (F,S)
- 430-Information, Media & Society (F,S)
- 477-Social Media Strategies (F,S)
  - Plus two upper-level Comm electives

Health Communication
- 305/381-Principles of PR (F,S)
- 308-Information Technologies (S)
- 335-Organizational Communication (F)
- 370-Health Campaigns and Strategies (F)
- 380-Communication Law (F,S)
- 430-Information, Media, and Society (F,S)
- 470-Health Comm & the Internet (S)
- 477-Social Media Strategies (F,S)
- 480-Cases in Communication and Media Management (F,S)
  - Plus one upper-level Comm elective

Public Relations
- 302-News Reporting and Writing (F,S)
- 305/381-Principles of PR (F,S)
- 335-Organizational Communication (F)
- 380-Communication Law (F,S)
- 382-Public Relations Writing (S)
- 474-Media Workshop I (F,S)
- 477-Social Media Strategies (F,S)
- 480-Cases in Communication and Media Management (F,S)
  - Plus two upper-level Comm electives

Sports Communication
- 302-News Reporting and Writing (F,S)
- 304-Sports, Media, and Society (F)
- 305/381-Principles of PR (F,S)
- 307-Video Production (F,S)
- 380-Communication Law (F,S)
- 382-Public Relations Writing (S)
- 390-Sports Promotion and PR (S)
- 425-Digital Journalism (S)
- 480-Cases or 477-SMS (F,S)
  - Plus any upper-level Comm or IS elective

Social Media Strategy
- 305/381-Principles of PR (F,S)
- 307-Video Production (F,S)
- 308 or Comm 308-Info Tech (S)
- 335-Organizational Communication (F)
- 380-Communication Law (F,S)
- 382-Public Relations Writing (S)
- 425-Digital Journalism (S)
- 477-Social Media Strategies (F,S)
- 480-Cases or 477-SMS (F,S)
  - Plus any upper-level Comm or IS elective

PRSSA
Public Relations Student Society of America

Communication Week
Complete 1 E-Form

Take 6 Prerequisite Core Courses

- Comm 102 Introduction to Comm (Fall/Spring)
- Comm 133 Fundamentals of Public Address (Fall/Spring)
- Comm 166 Interpersonal (Spring) or Comm 237 all Group Comm (Fall/Spring)
- Comm 185 Business and Media Writing (Fall/Spring)
- Comm 205 Elements of Media (Fall/Spring)
- Comm 290 Comm Problems and Research Methods (Fall/Spring)

... in your area of emphasis

Complete Major Declaration Form at:

https://www.uwgb.edu/communication/declaring-a-major-or-minor/

Gain acceptance from Chair/Advisor

Review acceptance letter

Complete the Skills Inventory

Sign up for Comm Social Media and Comm blog:
https://thecommvoice.com/

Emphasis Advisor

Health Comm Katie Turkiewicz
Journalism Joseph Yoo
Mass Media Bryan Carr
Sports Comm Joseph Yoo
Organizational Comm Phillip Clampitt
Social Media Strategies Phillip Clampitt
Public Relations Danielle Bina
Comm Minor Shauna Froelich

Build your core skills
Comm 100 & 200 courses

Develop professional expertise
Comm 300 courses

Embrace complex challenges
Comm 400 courses