**Communication**

Areas of Emphasis Course Requirements

F = Fall  
S = Spring

### Organizational Communication
- 305-Principles of PR (F,S)
- 308-Information Technologies (F,S)
- 333-Persuasion and Argumentation (F,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 Campaigns (F,S)
- 396-Advanced Reporting (S)
- 425-Digital Journalism (S)
- 474-Media Workshop I (F,S)
- 475-Media Workshop II (F,S)
  - Plus three upper-level Comm electives

### Public Relations
- 302-News Reporting and Writing (F,S)
- 305-Principles of PR (F,S)
- 335-Organizational Communication (F)
- 380-Communication Law (F,S)
- 382-Public Relations Campaigns (F,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-Principles of PR (F,S)
- 307-Video Production (F,S)
- 380-Communication Law (F,S)
- 382-Public Relations Campaigns (F,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-Principles of PR (F,S)
- 307-Video Production (F,S)
- IS 308 or Comm 308-Info Tech (F,S)
- 335-Organizational Communication (F)
- 380-Communication Law (F,S)
- 382-Public Relations Campaigns (F,S)
- 425-Digital Journalism (S)
- 477-Social Media Strategies (F,S)
- IS 410-Information Problems (F,S)
  - Plus any upper-level Comm or IS elective

### 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)
- 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-Principles of PR (F,S)
- 308-Information Technologies (F,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

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**“Shaping minds to master tomorrow’s communication challenges”**

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**PRSSA**

Public Relations Student Society of America

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**Communication Week**
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/

Curriculum Rules

- Complete 5 of the 6 core skill courses (100-200) before taking upper-level courses. This block of courses serves as a prerequisite for all upper level courses. However, you may apply for admission to the program after the successful completion of any 30 credits.

- Focus on completing the professional expertise courses (300s) before tackling the complex challenge courses (400s). The higher the number, the more difficult.

- Respect your professors and colleagues by only taking the complex challenge courses (400s) when you a) believe you are ready for the challenges, b) completed most of your 300-level courses, and c) can devote the necessary time to the classes.

Build your core skills
Comm 100 & 200 courses

Develop professional expertise
Comm 300 courses

Embrace complex challenges
Comm 400 courses