

Communication

Areas of Emphasis Course Requirements

F = Fall

S = Spring

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

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

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

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

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

Social Media Strategy

- ☐ 305/381-Principles of PR (F,S)
- ☐ 307-Video Production (F,S)
- ☐ IS 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)
- ☐ IS 410-Information Problems (S)
- Plus any upper-level Comm or IS elective

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

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



Complete 1 Application	Take 6 Prerequisite Core Courses	Take 10 Upper-Level Courses	
<ul style="list-style-type: none">□ Earn at least 2.5 GPA on first 30 credit hours□ Prepare a list of personal strengths/improvement areas□ Craft a personal resume□ Write a rationale statement for selecting area(s) of emphasis□ Complete the online application form on the Communication website (www.uwgb.edu/communication/admissions)□ Gain acceptance from Chair/Adviser	<ul style="list-style-type: none">□ Comm 102 Introduction to Comm (Fall/Spring)□ Comm 133 Fundamentals of Public Address (Fall/Spring)□ Comm 166 Interpersonal (Spring) or Comm 237 Small 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	
		Emphasis	Advisor
		Health Comm	Katie Turkiewicz
		Journalism	Phil Clampitt
		Mass Media	Bryan Carr
		Sports Comm	Bryan Carr
		Organizational Comm	Phil Clampitt
		Social Media Strategies	Phil Clampitt
		Public Relations	Danielle Bina
		Comm Minor	Shauna Froelich



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Curriculum Rules	
	<p>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 can apply for admission to the program after the successful completion of any 30 credits.</p>
	<p>Focus on completing the professional expertise courses (300s) before tackling the complex challenge courses (400 level). The higher the number, the more difficult.</p>
	<p>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.</p>

Build your core skills

Comm 100 & 200 courses

Develop professional expertise

Comm 300 courses

Embrace complex challenges

Comm 400 courses