

# DEPARTMENT OF COMMUNICATION

## Communication

The communication program offers three diverse emphases. **Corporate and Health Communication**, available in face to face or fully online versions, prepares students to capitalize on advancements in technology and emerging markets as professionals with advanced skills who support organizations through strategic communication both internally and externally. Those who select this area of study will learn to conduct trainings, facilitate outreach, and coordinate presentations and events. Students will acquire leadership and team building skills that they will use to impact the lives of people served by their organizations. A vast array of career options includes Patient Advocate, Communication Campaign Specialist, Crisis Communication Manager, Coordinator of Personnel Development, Director of Training and more. The Corporate and Health Communication emphasis is available fully online, as well as face to face. **Electronic Media** offers students the opportunity to prepare for exciting jobs producing television and radio programs, video projects, documentaries or music recordings. Those selecting this emphasis will gain hands-on experience in television, radio and music recording while operating production equipment used in the industry. While developing professional communication skills, students will produce and direct projects for television stations, commercial clients, radio stations, websites, and the recording industry. Career opportunities include Television/Radio Reporter, Anchor, Camera Operator, Video/Audio Editor, Radio/Television Producer and more. **Public Relations** inspires positive relationships between organizations and the public. Those pursuing this emphasis will prepare for opportunities in event planning, crisis management, message creation, news conference coordination and more. Career possibilities include Strategic Communications Specialist, Social Media Strategist, Account Executive, Event Planner, Press Secretary, Media Relations Manager, and more.

**Each emphasis requires a completed minor in any subject for graduation.**

All students are required to fulfill a writing requirement prior to graduation. Each emphasis in the Department of Communication specifies how that requirement will be met. Details on fulfilling the writing requirement are available in the department office and on the department website.

## Journalism (BA/BS)

The journalism program houses three diverse emphases. **Advertising** is a constantly changing, fast-paced industry built on creative people and ideas. This emphasis combines art and business, preparing students for an in-demand career that offers fun work and great rewards. Now with social media, the web and mobile apps joining print, radio and television, advertising provides more growth and opportunities than ever before. Career opportunities include Account Manager, Writer/Content Developer, Art Director/Designer, Creative Director, Media Planner/Buyer, Social Media Manager and more. **Broadcast/Print/Web Journalism** offers a converged media environment where professionals inform the public via print, video, audio, Web, mobile and social media. Students will be prepared for a professional career in an exciting, fast-paced industry where every new day brings new stories and new opportunities. Career opportunities include Reporter, Freelance Correspondent, Newscaster/Sportscaster, Multimedia Producer, Television Host, and more. **International Journalism** uses the same curriculum as Broadcast/Print/Web journalism, but requires a semester of study abroad. The

International Journalism emphasis also has the unique requirement of a minimum 2.75 cumulative GPA required to declare. The major GPA is based upon both the grades for courses completed at UW-Whitewater and those courses accepted in transfer.

**Each emphasis requires a completed minor in any subject for graduation.**

All students are required to fulfill a writing requirement prior to graduation. Each emphasis in the Department of Communication specifies how that requirement will be met. Details on fulfilling the writing requirement are available in the department office and on the department website.

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A minimum 2.25 GPA is required in these majors for graduation.

## Majors in Communication

- Communication - Corporate and Health Communication Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/corporate-health-communication-ba-bs/>)
- Communication - Electronic Media Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-electronic-media-emphasis-ba-bs/>)
- Communication - Public Relations Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-public-relations-emphasis-ba-bs/>)
- Journalism - Advertising Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/journalism-advertising-emphasis-ba-bs/>)
- Journalism - Broadcast/Print/Web Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/broadcast-print-web-journalism-ba-bs/>)
- Journalism - International Emphasis (BA/BS) (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/international-journalism-emphasis-ba-bs/>)

## Minors in Communication

- Advertising (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/advertising-minor/>)
- Broadcast/Print/Web (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/broadcast-print-web-minor/>)
- Corporate Communication ([http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication\\_minor\\_corporate/](http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication_minor_corporate/))
- Electronic Media (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-electronic-media/>)
- Elementary Education Communication (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-elementary-emphasis/>)
- General Communication (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor/>)
- Public Relations (<http://uw-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-public-relations-emphasis/>)

- Secondary Education Communication (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-secondary-emphasis/>)

## Certificates in Communication

- Audio (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/audio-certificate/>)
- Communication Competence (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/communication-competence-certificate/>)
- Corporate Communication (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/corporate-communication-certificate/>)
- Creative Communication (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/creative-communication-certificate/>)
- Digital Communication (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/digital-communication-certificate/>)
- Event Planning Promotion (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/event-planning-promotion-certificate/>)
- Mass Media Literacy (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/mass-media-literacy-certificate/>)
- Sports Communication (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/sports-communication-certificate/>)
- Video Production (<http://www-public.courseleaf.com/undergraduate/arts-communication/communication/video-production-certificate/>)