The Department of Communication offers a variety of areas of professional study, including Advertising, Broadcast/Print/Web Journalism, International Journalism, Corporate and Health Communication, Electronic Media, and Public Relations.

**Journalism (BA/BS)**

The journalism program houses two 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.

Both the Advertising and Broadcast/Print/Web emphases in the Journalism major require a GPA of 2.50 in the major qualifier block, which includes three courses: COMM 110 or COMM 131 plus the first two classes in each respective curriculum.

A 2.75 cumulative GPA will be required to declare an emphasis of International Journalism in the Journalism major. The major GPA is based upon both the grades for courses completed at UW-Whitewater and those courses accepted in transfer.

A minimum 2.25 GPA is required in the major 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 on the department website.

**Communication**

The communication program offers three diverse emphases. Corporate and Health Communication 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 include Patient Advocate, Communication Campaign Specialist, Crisis Communication Manager, Coordinator of Personnel Development, Director of Training and more. 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.

**Major/Emphases**

All Communication emphases require a GPA of 2.50 in the major qualifier block, which includes three courses: COMM 110 or COMM 131 plus the first two classes in each respective curriculum.

These requirements also apply to admitted freshmen and transfer students.

A minimum 2.25 GPA is required in the major 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 on the department website.

**Majors in Communication**

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

**Minors in Communication**

- Advertising (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/advertising-minor/)
- Broadcast/Print/Web (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/broadcast-print-web-minor/)
- Communication - Corporate (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/corporate-minor_corporate/)

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 on the department website.
Department of Communication

- Communication - Elementary (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-elementary-emphasis/)
- Communication - Public Relations (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-public-relations-emphasis/)
- Communication - Secondary (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor-secondary-emphasis/)
- General Communication (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/communication-minor/)