COMMUNICATION, COMMUNICATION STUDIES EMPHASIS, MAJOR

University Requirements

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td>Code 583-201</td>
<td>Liberal Arts</td>
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Liberal Education Core

The University of Wisconsin-Eau Claire measures learning outcomes to ensure that its graduates have achieved a liberal education and prepared themselves to contribute to a complex society. Upon graduation, each undergraduate will have met the four learning goals of our liberal education core and the 11 learning outcomes they comprise.

Knowledge Goal

- Knowledge Outcome 1 (K1): Natural Sciences
  - Two (2) learning experiences
  - One experience in laboratory science must be selected from either K1 or K2.
- Knowledge Outcome 2 (K2): Social Sciences
  - Two (2) learning experiences
  - One experience in laboratory science must be selected from either K1 or K2.
- Knowledge Outcome 3 (K3): Humanities
  - Two (2) learning experiences
- Knowledge Outcome 4 (K4): Fine Arts
  - One (1) learning experience

Skills Goal

- Skills Outcome 1 (S1): Written and Oral Communication
  - Two (2) learning experiences
  - One S1 must meet the University Writing Requirement
- Skills Outcome 2 (S2): Mathematics
  - One (1) learning experience
  - One S2 to meet the University Mathematics Requirement
- Skills Outcome 3 (S3): Creativity
  - One (1) learning experience

Responsibility Goal

- Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity
  - Two (2) learning experiences
  - One R1 must satisfy Design for Diversity
- Responsibility Outcome 2 (R2): Global Perspectives
  - One (1) learning experience
- Responsibility Outcome 3 (R3): Civic and Environmental Issues
  - One (1) learning experience

Integration Goal

- Integration Outcome 1 (I1): Integration
  - Two (2) learning experiences

Service-Learning Goal

- Service-Learning
  - 30 hours

College Degree Requirements

Bachelor of Arts or Bachelor of Science Degree (B.A./B.S.)

University Graduation Requirements. All candidates for degrees must fulfill the requirements for credits, curriculum, GPA, and University residency as specified in the section of this catalog titled University Graduation Requirements.

College Graduation Requirements: Grade Point Averages. All candidates for degrees in the College of Arts and Sciences must earn minimum resident and total GPAs of 2.00 in the major, the minor, and the certificate. The resident and
total GPAs for the major are computed using all attempted credits applicable to the major including those offered by departments other than the major department. The resident and total GPAs for the minor and the certificate are computed similarly.

**Major-Minor and Major-Certificate Requirements.** A standard major (a minimum of 36 credits) must be supplemented by a minor (a minimum of 24 credits) or by a certificate (12 to 18 credits) to meet graduation requirements for completing a first and second degree program. No minor or certificate is required with a Comprehensive Major (60 or more credits) or with two majors of 36 or more credits each.

Certain degree programs which include Comprehensive Majors may require more than the minimum of 120 credits for graduation.

Acceptable academic program combinations are determined at the college level. A major and a minor or a major and certificate or two majors (if available) may not be elected in the same department or program, except in the approved combinations listed here.

**College Credits.** Earn at least 90 credits in courses offered by the College of Arts and Sciences.

**Bachelor of Arts Degree in the College of Arts and Sciences (B.A.)**

Fulfillment of all University Graduation Requirements (which includes the Liberal Education Core); all College-level degree requirements (major and minor/certificate emphases, GPAs, earning at least 90 credits in Arts and Sciences course work); foreign language competency at the 102 level. Foreign language competency may be met in one of two ways: (1) Achieve a score on the foreign language placement test that qualifies the student to enter the 201-level course in a foreign language. (2) Earn a grade of at least C (not C-) or a mark of S in a 102-level foreign language course (or AIS 112 or AIS 122 / LANG 122 or CSD 103).

**Bachelor of Science Degree in the College of Arts and Sciences (B.S.)**

Fulfillment of all University Graduation Requirements (which includes the Liberal Education Core); all College-level degree requirements (major and minor/certificate emphases, GPAs, earning at least 90 credits in Arts and Sciences course work); mathematics competency at the MATH 111, MATH 112 or MATH 113 level. Mathematics competency can be met in one of three ways: (1) Achieve a score on the mathematics placement test that qualifies the student to enter MATH 114. (2) Earn a grade of at least C (not C-) or a mark of S in MATH 111, MATH 112, or MATH 113. (3) Achieve a satisfactory score on the MATH 112 competency test. This test may be attempted no more than two times.

**Major Requirements**

This emphasis teaches students to analyze and enhance human communication through courses in theory, research and practice. After completing a common core of courses, majors in this emphasis select a variety of electives including courses focused on how communication builds and maintains relationships and how messages in political and popular culture influence society.

Thirty-six semester credits, including:

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<th>Communication Studies Core (18 credits)</th>
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<td>CJ 201 Introduction to Interpersonal Communication 3</td>
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<td>CJ 202 Fundamentals of Speech 3</td>
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**Communication Studies Electives (12 credits, at least 9 must be at the 300-level or higher):**

| CJ 206 Human Communication Theory 3 |
| CJ 207 Introduction to Rhetoric and Society 3 |
| CJ 300 Research Methods 3 |
| CJ 459 Communication Research Seminar 3 |

**General Communication and Journalism Electives: (6 credits from any course with a CJ prefix with the exception of CJ 203 which may not be used as credit toward a communication studies major. Students may choose courses from the list of communication studies electives above but no course may be used twice in the major.)**

Note: No major or minor credit may be earned under the S/U option.