

# INTEGRATED STRATEGIC COMMUNICATION, ADVERTISING EMPHASIS, MAJOR

Liberal Arts (Code 585-201)

## University Requirements

### GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements	
Minimum total for graduation <sup>1</sup>	120
Upper division credits (courses numbered 300 and higher)	39
Liberal Education Core ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1</a> )	36
Academic Concentrations ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16</a> )	
Grade Point Requirements ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14</a> ) <sup>2</sup>	
Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average
University Residency Requirements ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15</a> )	
Minimum total	30
Senior year	23
Major, Standard, upper division in residence	12
Major, Comprehensive, upper division in residence	21
Certificate	25 percent of credits

### Procedures Required for Graduation

Obtain admission to the degree program and/or the College offering it.

Apply for graduation on CampS.

<sup>1</sup> Certain programs exceed this minimum.

<sup>2</sup> See special requirements in each College.

## Applicability of Credits Toward Graduation

**Junior College or Two-Year College Credits.** A maximum of 72 semester credits earned in a junior college or two-year college will be accepted as degree credits at UW-Eau Claire.

**Extension Credits.** Credits earned in credit outreach courses offered by UW-Eau Claire are treated as resident credits. Credits earned in extension courses offered by other units of the University of Wisconsin System are treated as transfer credits. All other (non-UW) extension and correspondence credits are normally limited to one-fourth of the total required for graduation from any curriculum.

**WTCS Credits.** A maximum of 72 semester credits earned in college parallel programs at Madison Area Technical College, Milwaukee Area Technical College, Nicolet Area Technical College, or Chippewa Valley Technical College may be accepted as degree credits at UW-Eau Claire. A set number of general education courses will be accepted from other technical schools. Occupational and technical courses may also be considered for transfer if the quality and content of the course work from the technical college is judged to be comparable to course work at UW-Eau Claire. Refer to the Transfer Credit Wizard ([https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU\\_SS\\_CUSTOM.EAU\\_TRNCRDWZ.GBL](https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU_SS_CUSTOM.EAU_TRNCRDWZ.GBL)) or contact the UW-Eau Claire Admissions Office for information about the current transfer policy.

**USAFI Credit.** UW-Eau Claire will accept up to 32 semester credits for work done through the United States Armed Forces Institute, under the provision for non-UW correspondence credit (see Extension Credits above).

**Activity Credit (band, chorus, drama, KINS 100-184 courses)** Students may count toward graduation no more than one credit of KINS 100-184 courses. Students may count toward graduation no more than four credits earned in any single activity course and no more than 12 credits resulting from any combination of activity courses (excluding KINS 100-184 courses).

**Other Restricted Credits.** For other University restrictions, see the following: Cooperative Education; Credit by Examination; Satisfactory/Unsatisfactory Registration; Transfer of Credits. College or departmental restrictions may also be placed on Independent Study (399-499 courses), Directed Study (395-495), and other types of credits.

### APPLICABILITY OF CREDITS TOWARD GRADUATION

	Credit Restrictions
<b>Satisfactory/Unsatisfactory</b>	
Total degree credit	maximum 12
Major, Standard	maximum 1 course
Major, Comprehensive	maximum 2 courses
Minor	maximum 1 course
<b>Credit by Examination</b>	
Total degree credit	maximum ¼ of total
Major or minor	maximum ½ of total
<b>Two-Year College Credits</b>	
Total degree credit	maximum 72 credits
<b>Activity credit (band, chorus, drama, KINS 100-184)</b>	
Total KINS 100-184	maximum 1 credit
Total Band, chorus, drama	maximum 12 credits
Single course band, chorus, drama	maximum 4 credits
<b>Extension credits</b>	
UW-System	no maximum
Other extension/correspondence	maximum ¼ of total
<b>USAFI</b>	

USAFI	maximum 32 credits
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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 five learning goals of our liberal education core and the 12 learning outcomes they comprise.

### LIBERAL EDUCATION CORE REQUIREMENTS a minimum of 36 credits

#### Knowledge Goal

Knowledge Outcome 1 (K1): Natural Sciences ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k1/">http://catalog.uwec.edu/undergraduate/attribute-k1/</a> )	Two (2) learning experiences
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One experience in laboratory science must be selected from either K1 or K2.

Knowledge Outcome 2 (K2): Social Sciences ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k2/">http://catalog.uwec.edu/undergraduate/attribute-k2/</a> )	Two (2) learning experiences
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One experience in laboratory science must be selected from either K1 or K2.

Knowledge Outcome 3 (K3): Humanities ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k3/">http://catalog.uwec.edu/undergraduate/attribute-k3/</a> )	Two (2) learning experiences
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Knowledge Outcome 4 (K4): Fine Arts ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k4/">http://catalog.uwec.edu/undergraduate/attribute-k4/</a> )	One (1) learning experience
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#### Skills Goal

Skills Outcome 1 (S1): Written and Oral Communication ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S1/">http://catalog.uwec.edu/undergraduate/attribute-S1/</a> )	Two (2) learning experiences
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One S1 must meet the University Writing Requirement (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header10>)

Skills Outcome 2 (S2): Mathematics ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S2/">http://catalog.uwec.edu/undergraduate/attribute-S2/</a> )	One (1) learning experience
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One S2 to meet the University Mathematics Requirement (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header11>)

Skills Outcome 3 (S3): Creativity ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S3/">http://catalog.uwec.edu/undergraduate/attribute-S3/</a> )	One (1) learning experience
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#### Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R1/">http://catalog.uwec.edu/undergraduate/attribute-R1/</a> )	Two (2) learning experiences
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One R1 must satisfy Design for Diversity (<http://catalog.uwec.edu/undergraduate/attribute-DDIV/#header13>)

Responsibility Outcome 2 (R2): Global Perspectives ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R2/">http://catalog.uwec.edu/undergraduate/attribute-R2/</a> )	One (1) learning experience
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Responsibility Outcome 3 (R3): Civic and Environmental Issues ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R3/">http://catalog.uwec.edu/undergraduate/attribute-R3/</a> )	One (1) learning experience
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#### Integration Goal

Integration Outcome 1 (I1): Integration ( <a href="http://catalog.uwec.edu/undergraduate/attribute-I1/">http://catalog.uwec.edu/undergraduate/attribute-I1/</a> )	Two (2) learning experiences
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#### Service-Learning Goal

Service-Learning ( <a href="http://catalog.uwec.edu/undergraduate/attribute-SL/#header13">http://catalog.uwec.edu/undergraduate/attribute-SL/#header13</a> )	30 hours
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## 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 (<http://catalog.uwec.edu/undergraduate/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 (<http://catalog.uwec.edu/undergraduate/arts-sciences/#academicprogramtext>).

**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 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

### Liberal Arts (Code 585-201)

Understanding the objectives, message concepts, and strategies which underlie advertising is the goal of this sequence. Students are prepared to conduct research, establish goals, create messages, and implement plans.

Code	Title	Credits
Advertising majors must complete 36 credits that include:		
CJ 184	Multimedia Communication	3
CJ 202	Fundamentals of Speech	3
or CJ 203	Fundamentals of Human Communication	
CJ 260	Introduction to Integrated Strategic Communication	3
CJ 300	Research Methods	3
CJ 362	Strategic Media Planning	3
CJ 373	Writing for Integrated Strategic Communication	3
CJ 413	Media Law and Ethics	3
CJ 464	Advertising in Contemporary Society	3
CJ 479	Integrated Strategic Communication Management	3
Select one of the following courses:		3
CJ 365	Advertising Message Strategy	
CJ 374	Integrated Strategic Communication (ISC) Campaign Design and Evaluation	
CJ 380	Visual Communication Design	
CJ 460	Advertising Account Management	
CJ electives : six credits (neither CJ 202 nor CJ 203 may be used as elective credits)		6
<b>Total Credits</b>		<b>36</b>

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

## Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.

(Outcomes from Accrediting Council on Education in Journalism and Mass Communication)