

INTEGRATED STRATEGIC COMMUNICATION, ADVERTISING EMPHASIS, MAJOR

Liberal Arts (Code 585-201)

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements	
Minimum total for graduation ¹	120
Upper division credits (courses numbered 300 and higher)	39
Liberal Education Core (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1)	36
Academic Concentrations (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16)	
Grade Point Requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14) ²	
Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average
University Residency Requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15)	
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.

¹ Certain programs exceed this minimum.
² 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) 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 110-184 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 110-184 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
Satisfactory/Unsatisfactory		
Total degree credit		maximum 12
Major, Standard		maximum 1 course
Major, Comprehensive		maximum 2 courses
Minor		maximum 1 course
Credit by Examination		
Total degree credit		maximum ¼ of total
Major or minor		maximum ½ of total
Two-Year College Credits		
Total degree credit		maximum 72 credits
Activity credit (band, chorus, drama, KINS 100-184)		
Total KINS 100-184		maximum 1 credit
Total Band, chorus, drama		maximum 12 credits
Single course band, chorus, drama		maximum 4 credits
Extension credits		
UW-System		no maximum
Other extension/correspondence		maximum ¼ of total

USAFI

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 (http://catalog.uwec.edu/undergraduate/attribute-k1/)	Two (2) learning experiences	
One experience in laboratory science must be selected from either K1 or K2.		
Knowledge Outcome 2 (K2): Social Sciences (http://catalog.uwec.edu/undergraduate/attribute-k2/)	Two (2) learning experiences	
One experience in laboratory science must be selected from either K1 or K2.		
Knowledge Outcome 3 (K3): Humanities (http://catalog.uwec.edu/undergraduate/attribute-k3/)	Two (2) learning experiences	
Knowledge Outcome 4 (K4): Fine Arts (http://catalog.uwec.edu/undergraduate/attribute-k4/)	One (1) learning experience	
Skills Goal		
Skills Outcome 1 (S1): Written and Oral Communication (http://catalog.uwec.edu/undergraduate/attribute-S1/)	Two (2) learning experiences	
One S1 must meet the University Writing Requirement (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header10)		
Skills Outcome 2 (S2): Mathematics (http://catalog.uwec.edu/undergraduate/attribute-S2/)	One (1) learning experience	
One S2 to meet the University Mathematics Requirement (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header11)		
Skills Outcome 3 (S3): Creativity (http://catalog.uwec.edu/undergraduate/attribute-S3/)	One (1) learning experience	
Responsibility Goal		
Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity (http://catalog.uwec.edu/undergraduate/attribute-R1/)	Two (2) learning experiences	
One R1 must satisfy Design for Diversity (http://catalog.uwec.edu/undergraduate/attribute-DDIV/#header13)		
Responsibility Outcome 2 (R2): Global Perspectives (http://catalog.uwec.edu/undergraduate/attribute-R2/)	One (1) learning experience	
Responsibility Outcome 3 (R3): Civic and Environmental Issues (http://catalog.uwec.edu/undergraduate/attribute-R3/)	One (1) learning experience	

Integration Goal	
Integration Outcome 1 (I1): Integration (http://catalog.uwec.edu/undergraduate/attribute-I1/)	Two (2) learning experiences
Service-Learning Goal	
Service-Learning (http://catalog.uwec.edu/undergraduate/attribute-SL/#header13)	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 (<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 / 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

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
Total Credits		36

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)

Sample Degree Plan

Integrated Strategic Communication, Advertising Emphasis, Major, B.A.

The following is a sample degree plan, based on the 2023-2024 catalog. It is based on the 120-credit graduation requirement and assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, no repeated courses, and no remedial courses that may be required. This sample degree plan is intended for first-year students entering UW-Eau Claire in the fall semester. Your own degree plan may differ depending on the course of study selected (second major, minor, etc.). UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that may enable prepared students to fulfill their requirements in a timely period. This sample degree plan is just a guide. Please consult your advisor, your degree audit, and the catalog to create your own degree plan. Note: In order to earn the required minimum of 120 credits for the degree in four years, you should plan to take 15 credits each semester or 30 credits each year.

To earn a degree, students must fulfill all University Graduation Requirements, including the Liberal Education (LE) Core. LE Core course work in the following sample degree plan uses abbreviations such as LE-K1, LE-S2, LE-R3, and LE-I1 to represent the learning outcomes students will meet via completion of their liberal education course work. Please click (<https://catalog.uwec.edu/undergraduate/graduation-requirements/>) here for a description of the Liberal Education Core outcomes and requirements. Note that the LE Core may be completed through both course and non-course experiences.

Students in this major have the option to pursue either a Bachelor of Arts (B.A.) or a Bachelor of Science (B.S.) degree. The degrees are distinguished by foreign language competency for the B.A. and a higher level of mathematics competency for the B.S.

FIRST YEAR		
SOME TIME IN THE FIRST YEAR		
CJ 184	Multimedia Communication (LE-S3)	3
WRIT 114	Intensive Blugold Seminar in Critical Reading and Writing (LE-S1)	5
OR		
WRIT 116	Blugold Seminar in Critical Reading and Writing (LE-S1)	
MATH 104	Finite Mathematics with Applications (LE-S2)	4

OR		
MATH 106	Introduction to Mathematical Thinking (LE-S2)	
OR		
MATH 108	Earth Algebra (LE-S2)	4
LE Option: Knowledge 2 (LE-K2) Social Sciences		3
LE Option: Knowledge 3 (LE-K3) Humanities		3
CJ 202	Fundamentals of Speech (LE-S1)	3
OR		
CJ 203	Fundamentals of Human Communication (LE-S1)	
LE Option: Responsibility 1 (LE-R1) Equity, Diversity, and Inclusivity		3
LE Option: Knowledge 1 (LE-K1) Natural Sciences		3
LE Option: Integration (LE-I1)		3
TOTAL FIRST YEAR		30
SECOND YEAR		
FIRST SEMESTER		
CJ 260	Introduction to Integrated Strategic Communication (ISC)	3
LANG 101, BA Requirement, LE-S1		4
SECOND SEMESTER		
CJ 300	Research Methods	3
LANG 102 - BA Requirement		4
SOME TIME IN THE SECOND YEAR		
LE Option: Knowledge 3 (LE-K3) Humanities		3
LE Option: Knowledge 2 (LE-K2) Social Sciences		3
Course in second program - Course in minor		3
Course in second program - Course in minor		3
LE Option: Responsibility 1 (LE-R1, DDIV) Equity, Diversity, and Inclusivity with Design for Diversity		3
TOTAL SECOND YEAR		29
THIRD YEAR		
SOME TIME IN THIRD YEAR		
CJ 365	Advertising Message Strategy	3
OR		
CJ 374	Integrated Strategic Communication (ISC) Campaign Design and Evaluation	
OR		
CJ 380	Visual Communication Design	
OR		
CJ 460	Advertising Account Management	
CJ 362	Strategic Media Planning	3
Communication and Journalism Elective - Choice of any course with CJ prefix not already included in major program		3
Course in second program - Course in minor		3
LE Option: Knowledge 1 (LE-K1L) Natural Sciences with Lab		4
CJ 373	Writing for Integrated Strategic Communication	3
CJ 413	Media Law and Ethics (LE-R3)	3
LE Option: Knowledge 4 (LE-K4) Fine Arts		3
Course in second program - Course in minor		3
LE Option: Responsibility 2 (LE-R2) Global Perspectives		3

TOTAL THIRD YEAR 31

FOURTH YEAR

SECOND SEMESTER

CJ 464 Advertising in Contemporary Society 3

SOME TIME IN THE FOURTH YEAR

Communication and Journalism Elective - Choice of any course with CJ prefix not already included in major program 3

Course in second program - Course in minor 3

Course in second program - Course in minor 3

Elective credits - Any 3 credit Course 3

Elective credits - Any 3 credit Course 3

CJ 479 Integrated Strategic Communication Management (LE-S3, LE-I1) 3

Course in second program - Course in minor 3

Course in second program - Course in minor 3

Elective Credits - Any 3 credit course 3

TOTAL FOURTH YEAR 30

Minimum total for the baccalaureate degree = 120 credits

Notes:

- Students must complete 39 credits in courses above the 300 level in order to complete their degree. Those credits may be accumulated in major courses, minor courses, liberal education electives or general elective credits. Levels of major elective, minor elective, liberal education and general elective credits are not indicated on this guide. The student and advisor will monitor progress toward that requirement.
- If a student selects a certificate rather than a minor, there will be fewer required credits in the second program than are reflected on this guide.
- Depending on selection of electives and second program courses, some liberal education requirements may be satisfied by a major or second program course. The student and advisor will monitor those opportunities.
- Students must complete 120 credits in order to complete their degree. The low range of credits on this guide does not total 120.
- All students must complete the 30-hour Service-Learning Requirement via a non-credit or credit option (see University Graduation Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/>)).

RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like Study Abroad, Intercultural Immersion, Internship, and/or Student/Faculty Collaborative Research into your time at UW-Eau Claire.

Liberal Education (LE) Core Guidance

Liberal Education Core (LE Core)

The LE Core comprises 17 learning experiences across 11 learning outcomes. Students must complete a minimum of 36 credits in courses approved for the LE Core.

- K1 – Natural Sciences; two experiences (one lab science experience is required in K1 or K2).
- K2 – Social Sciences; two experiences (one lab science experience is required in K1 or K2).
- K3 – Humanities; two experiences.
- K4 – Fine Arts; one experience.
- S1 – Written and Oral Communication; two experiences (one experience must satisfy the University writing requirement).
- S2 – Mathematics; one experience (must satisfy the University math competency requirement).
- S3 – Creativity; one experience (can be fulfilled in a student's major).
- R1 – Equity, Diversity, and Inclusivity; two experiences (one experience must meet the UW System Design for Diversity (DD) requirement).
- R2 – Global Perspectives; one experience.
- R3 – Civic and Environmental Issues; one experience.
- I1 – Integration; two experiences (one experience can be fulfilled in a student's major).
- SL—Service Learning; 30 hours

Additional LE Core Information

- Most LE Core learning experiences are course based, and many courses meet more than one learning outcome (e.g., K3 and R2 or K1 and R3).
- Some learning experiences can also be met outside of a traditional course (e.g., undergraduate research (S3), study abroad (I1)).
- S1 – An English placement score that fulfills the University writing requirement fulfills one S1 experience.
- S1 – A foreign Language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.
- S1, R2 – A foreign language placement score that qualifies the student to enter the 202 level satisfies one experience in S1 and the R2 experience.
- S2 – A math placement score that qualifies the student to enter Math 111, 112, 113 or 114 fulfills the S2 experience.
- S3 – Completion of two credits from any approved music ensemble fulfills the S3 experience.
- I1 – Any semester long study abroad program can fulfill one I1 experience.