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.

USA Fi 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

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
<th>Satisfactory/Unsatisfactory</th>
<th>Total degree credit maximum 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total degree credit</td>
<td>Maximum 1 course</td>
<td></td>
</tr>
<tr>
<td>Major or minor</td>
<td>Maximum ½ of total</td>
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</tr>
<tr>
<td>Two-Year College Credits</td>
<td>Maximum 72 credits</td>
<td></td>
</tr>
<tr>
<td>Activity credit (band, chorus, drama, KINS 100-184)</td>
<td>Maximum 1 credit</td>
<td></td>
</tr>
<tr>
<td>Total KINS 100-184</td>
<td>Maximum 12 credits</td>
<td></td>
</tr>
<tr>
<td>Total Band, chorus, drama</td>
<td>Maximum 4 credits</td>
<td></td>
</tr>
<tr>
<td>Single course band, chorus, drama</td>
<td>Maximum 4 credits</td>
<td></td>
</tr>
<tr>
<td>Extension credits</td>
<td>No maximum</td>
<td></td>
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<tr>
<td>Other extension/correspondence</td>
<td>Maximum ¼ of total</td>
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<tr>
<td>USA Fi</td>
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</tr>
</tbody>
</table>
Learning outcomes they comprise. 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**

**Knowledge Goal**

Knowledge Outcome 1 (K1): Natural Sciences (http://catalog.uwec.edu/undergraduate/attribute-k1/)

- Two (2) learning experiences

Knowledge Outcome 2 (K2): Social Sciences (http://catalog.uwec.edu/undergraduate/attribute-k2/)

- Two (2) learning experiences

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/#academicprogramstext).

**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); 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).
learning outcomes:
Students completing this program will be expected to meet the following Program Learning Outcomes
Note: No major or minor credit may be earned under the S/U option.

- Conduct research, establish goals, create messages, and implement plans.
- Understand the goals of this sequence. Students are prepared to
- Undergraduate advertising is the goal of this sequence. Students are prepared to
- Understand and apply the principles and laws of freedom of speech
- In relation to mass communications.
- Understand and apply the principles and laws of freedom of speech
- Understand and apply the principles and laws of freedom of expression around the world, including the right to
- Dissent, to monitor and criticize power, and to assemble and petition for
- Critically evaluate their own work and that of others for accuracy and
- Apply basic numerical and statistical concepts.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJ 184</td>
<td>Multimedia Communication</td>
<td>3</td>
</tr>
<tr>
<td>CJ 202</td>
<td>Fundamentals of Speech</td>
<td>3</td>
</tr>
<tr>
<td>or CJ 203</td>
<td>Fundamentals of Human Communication</td>
<td></td>
</tr>
<tr>
<td>CJ 260</td>
<td>Introduction to Integrated Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>CJ 300</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CJ 362</td>
<td>Strategic Media Planning</td>
<td>3</td>
</tr>
<tr>
<td>CJ 373</td>
<td>Writing for Integrated Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>CJ 413</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>CJ 464</td>
<td>Advertising in Contemporary Society</td>
<td>3</td>
</tr>
<tr>
<td>CJ 479</td>
<td>Integrated Strategic Communication Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following courses:

- 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)

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
- Understand and apply the principles and laws 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 diversity of peoples and cultures and
- 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.
- 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 2022-2023 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJ 184</td>
<td>Multimedia Communication (LE-S3)</td>
<td>3</td>
</tr>
<tr>
<td>WRIT 114</td>
<td>Intensive Blugold Seminar in Critical Reading and Writing (LE-S1)</td>
<td>5</td>
</tr>
<tr>
<td>or WRIT 116</td>
<td>Blugold Seminar in Critical Reading and Writing (LE-S1)</td>
<td></td>
</tr>
<tr>
<td>MATH 104</td>
<td>Finite Mathematics with Applications (LE-S2)</td>
<td>4</td>
</tr>
</tbody>
</table>

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### Liberal Education (LE) Core Guidance

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CJ 464</td>
<td>Advertising in Contemporary Society</td>
<td>3</td>
</tr>
<tr>
<td>LE Option: Responsibility 1 (LE-R1, DDIV) Equity, Diversity, and Inclusivity</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>LE Option: Knowledge 1 (LE-K1) Natural Sciences</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>LE Option: Integration (LE-I1)</td>
<td>3</td>
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</tr>
<tr>
<td>TOTAL FIRST YEAR</td>
<td>30</td>
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<tr>
<td>LENG 102 - BA Requirement, LE-S1</td>
<td>3</td>
<td></td>
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<tr>
<td>SECOND SEMESTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CJ 260</td>
<td>Introduction to Integrated Strategic Communication (ISC)</td>
<td>3</td>
</tr>
<tr>
<td>LANG 101, BA Requirement, LE-S1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>CJ 300</td>
<td>Research Methods</td>
<td>3</td>
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<td>的第一年</td>
<td></td>
<td></td>
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<tr>
<td>LANG 102 - BA Requirement</td>
<td>4</td>
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<tr>
<td>TOTAL SECOND YEAR</td>
<td>29</td>
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<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>CJ 365</td>
<td>Advertising Message Strategy</td>
<td>3</td>
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<tr>
<td>OR</td>
<td></td>
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<tr>
<td>CJ 374</td>
<td>Integrated Strategic Communication (ISC) Campaign Design and Evaluation</td>
<td>3</td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
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<tr>
<td>CJ 380</td>
<td>Visual Communication Design</td>
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<td>Strategic Media Planning</td>
<td>3</td>
</tr>
<tr>
<td>Communication and Journalism Elective - Choice of any course with CJ prefix not already included in major program</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Course in second program - Course in minor</td>
<td>3</td>
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</tr>
<tr>
<td>LE Option: Knowledge 1 (LE-K1) Natural Sciences with Lab</td>
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<tr>
<td>CJ 373</td>
<td>Writing for Integrated Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>CJ 413</td>
<td>Media Law and Ethics (LE-R3)</td>
<td>3</td>
</tr>
<tr>
<td>LE Option: Knowledge 4 (LE-K4) Fine Arts</td>
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<tr>
<td>Course in second program - Course in minor</td>
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<tr>
<td>LE Option: Responsibility 2 (LE-R2) Global Perspectives</td>
<td>3</td>
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<tr>
<td>TOTAL THIRD YEAR</td>
<td>31</td>
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</table>

### TOTAL FOURTH YEAR | 30 |

<table>
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<tr>
<td>LE Option: Responsibility 1 (LE-R1) Equity, Diversity, and Inclusivity</td>
<td>3</td>
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<tr>
<td>LE Option: Knowledge 1 (LE-K1) Natural Sciences</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>LE Option: Integration (LE-I1)</td>
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</tr>
<tr>
<td>SOME TIME IN THE FOURTH YEAR</td>
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<td></td>
</tr>
<tr>
<td>TOTAL FOURTH YEAR</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

*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 https://nextcatalog.uwec.edu/undergraduate/graduation-requirements/). 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.
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.