MAJOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts Advertising Emphasis (Code 585-201)

FROM Current Catalog Web Page:  http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-major-advertising-ba-bs/index.html

TO:
Advertising majors must complete 36 credit hours that include:

CJ 184 Multimedia Communication  
CJ 202 Fundamentals of Speech or CJ 203 Fundamentals of Human Communication  
CJ 260 Introduction to Integrated Strategic Communication  
CJ 300 Research Methods  
CJ 362 Strategic Media Planning  
CJ 373 Writing for Public Relations  
CJ 413 Media Law and Ethics  
CJ 464 Advertising in Contemporary Society  
CJ 479 Integrated Strategic Communication Management

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)

MAJOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts Public Relations Emphasis (Code 585-202)


TO:
Public Relations majors must complete 36 credit hours that include:

CJ 184 Multimedia Communication  
CJ 202 Fundamentals of Speech or CJ 203 Fundamentals of Human Communication  
CJ 260 Introduction to Integrated Strategic Communication  
CJ 300 Research Methods  
CJ 373 Writing for Public Relations  
CJ 374 Integrated Strategic Communication (ISC) Campaign Design and Evaluation  
CJ 413 Media Law and Ethics  
CJ 479 Integrated Strategic Communication Management

Select one of the following courses:

CJ 272 Social Media and Organizations (course proposal in progress)  
CJ 362 Strategic Media Planning  
CJ 380 Visual Communication Design  
CJ 470 Crisis Communication

Select one of the following courses:

CJ 301 Intercultural Communication  
CJ/WMNS 317 Diversity & Communication: Organizational & Media Contexts  
CJ 464 Advertising in Contemporary Society

CJ electives: six credits (neither CJ 202 nor CJ 203 may be used as elective credits)
MAJOR: JOURNALISM, Liberal Arts (Code 560-206)
FROM Current Catalog Web Page: http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-major-ba-bs/index.html
TO:
Journalism majors must complete 36 credit hours that include:

CJ 184 Multimedia Communication
CJ 202 Fundamentals of Speech or CJ 203 Fundamentals of Human Communication
CJ 222 Beginning Journalism
CJ 300 Research Methods
CJ 321 Intermediate Journalism
CJ 413 Media Law and Ethics
CJ 427 Advanced Reporting and Editing
CJ 429 Digital Newsroom (capstone)

Select one of the following courses:

CJ 241 Audio and Visual Production Processes
CJ 284 Introduction to Photography
CJ 380 Visual Communication Design

Select one of the following courses:

CJ 301 Intercultural Communication
CJ/WMNS 317 Diversity & Communication: Organizational & Media Contexts
CJ 464 Advertising in Contemporary Society

CJ electives: six credits (neither CJ 202 nor CJ 203 may be used as elective credits)